

The Apparel Story



March-April 2015

Special Feature

**Women Known by
Their Own Identity**

Focus of the Month

**Fall of Euro:
A Shockwave in Economy**

**Transformation
of RMG
Industry**



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Pahela Boishakh has come with a shower of happiness that inspires us to celebrate the colorful festival together irrespective of creed and caste. On this auspicious occasion we wish our valued readers Happy Bengali New Year.





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Threading the Readymade Garments and Exports Industry of Bangladesh





The last two years bear special significance for the RMG industry in Bangladesh. It is true that two years is not a long time but the change our apparel industry has witnessed during that period is remarkable. The transformation our apparel industry has undergone in the areas of workplace safety and workers' welfare issues under the initiatives of Accord, Alliance and NAP in the last two years will certainly play a crucial role in changing the future course of the industry and turn it into a sustainable sector. Nowhere in the world have we seen multi-stakeholder collaboration on a scale like this in order to improve standards in a national industry. Brands and retailers who compete in the corporate world every day are working hand in hand for the cause of safe and decent working conditions in Bangladesh's garment industry, which really unique in the business world. What are the developments? How would they impact on the future of our industry? Our valued readers will find the answers of these questions in the cover story which contains observations of some major stakeholders in the RMG industry.

Whatever great or benevolent achievements that are in this world half of that was by woman, the other half by man – wrote our National Poet Kazi Nazrul Islam. However, the contribution of our women to the success of the RMG industry in Bangladesh is really outstanding. Around 80 percent of the total workers employed in the garment sector is women. On the occasion of International Women's Day observed 8th March, we have made a special story on women RMG entrepreneurs to tell our readers about their stories of success. This issue also contains a feature on fall of euro price and its impacts on the economy and ways to cope up the challenge, interviews of Danish Minister for Trade and Development Cooperation and AAFA Vice President, and an article on environment.

We hope our valued readers will find all the articles and features on the apparel industry interesting and worthreading.

Md. Shahidullah AZim
Vice President, BGMEA

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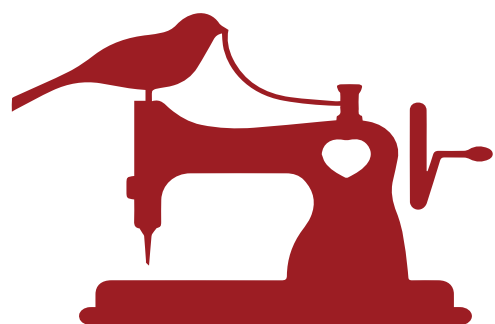
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Transformation of RMG Industry

By Nasim Uddin

T

The ready-made garment industry has witnessed a lot of developments in terms of workplace safety and workers' rights in last two years. What are the improvements and what impacts would they have on the future of the industry? *The Apparel Story* approached some major stakeholders in the apparel industry to know answers of these questions.



Hedayetullah Al Mamoon, ndc
Senior Secretary
The Ministry of Commerce
Government of the People's Republic of Bangladesh

The RMG industry started its journey from 1980s and it was a humble beginning. Later on this industry grew rapidly with the private sectors' involvement and participation in the whole process. It was a miracle. And the government played the role of a facilitator all the way and in every case it stood beside the apparel sector. After Rana Plaza our honorable Minister termed it a weak-up call. The government took several measures which were welcomed by the apparel sector. The government signed a lot of agreements, memorandum of understanding with European Union, the USA, like National Tripartite Plan of Action, Sustainability Compact. We have implemented most of the promises we made. With that the whole sector turned into a compliant one, an international standard compliant industry. That is our success. Initially the sustainability compact was looked as pressure on us but now if compared with other competitive countries, we are more compliant than any other. So the future is bright for us naturally. However, we should get equal treatment everywhere. Accord and Alliance should go everywhere and what compliance we achieved by this time other competitors should also achieve that.

Bangladesh is a welfare state where the rights of every human being is protected by its Constitution. Even there are special provisions for laborers. In the Article 14 it is written that the state shall ensure that the laborers and peasants are free from all sort of exploitations. You may not find this sort of provisions anywhere in the world. We consider our labor rights prime. We signed most of the international conventions. So if we compare Bangladesh with other competitive countries, then we are not only compliant in structural, electrical and other factors and we are also highly compliant in labor security, labor rights. In the labor rights the first thing is wage and we tripled that wage of RMG workers in last five years. It creates difficult situation for the entrepreneurs to compete in the whole world. We think our compliance is a model for others.

You can visit government website and find the situation of factories of Bangladesh on it. It is normally not found in other countries. That is called transparency and we are at the highest level of transparency. Buyers should pursue retailers that this is a country where they mean compliance, this is a country where they mean transparency, and this is a country where they mean labor

rights are supreme and it is through their constitutional scheme these labor rights are protected. Everything we did is to make it compliant, transparent and reliable.



Mikail Shipar
Secretary
Ministry of Labor and Employment
Government of the People's Republic of Bangladesh

Significant changes have taken place in the RMG industry of Bangladesh in terms of workplace safety and worker's rights in the last two years after unfortunate building collapse in 2013. The government has amended the Labour Law with special emphasis on workplace safety and workers' rights. The laws have been made more specified regarding safety of factory buildings and more flexible and favorable towards ensuring workers' rights. The legal procedure for formation of trade unions is now much easier than before. The Ministry of Labour and Employment has taken steps to formulate labour rules to implement Bangladesh Labour (Amendment) Act, 2013 properly. We held a number of meetings with stakeholders and prepared the draft of the labour rules and we will finalize them soon. The labour rules will help law enforcers, employers and workers to better understand the law and comply with the legal provisions.

We have laws but did not have sufficient manpower to enforce them properly. Since the Directorate of Inspection for Factories and Establishments is an important organization to enforce the laws, the government has upgraded the Directorate to the status of Department and also increased manpower and empowered the department more. Previously a deputy secretary level official of the government was in charge of the department but now an additional secretary level official heads it. The manpower of the department has been increased from 318 officials (of them only 184 were inspectors for the entire country) to 993, of them 523 are inspectors. Previously inspectors were class three officers but now the government has recruited class one and two officers in the post of inspector. Our honorable Prime Minister ordered the authorities concerned to recruit these officers in the quickest possible time. Even the rules of the Public Service Commission, under which class 1 and 2 officers are recruited, were amended to quickly appoint them. The government has also strengthened the Ministry of Labour and Employment by

creating the posts of an additional secretary, a joint secretary and extra seven deputy secretaries at the high level of the ministry. The increase in manpower and enhancement in institutional capacity of the Ministry, the Department of Inspection and the Department of Labour will certainly improve compliance in terms of safety and workers' rights at the factories.

Under National Action Plan, Accord and Alliance, around 2500 out of 4000 running factories have been inspected and it is really heartening that less than 2 percent of the inspected factories are found alarming though it was thought the number would be much higher. All the inspection data has been posted in a publicly accessible website under the Department of Inspection. Anyone can view the data anytime by visiting the website. A separate database containing the information of employers and workers of 3700 factories have been created and posted in the department's website. Besides, the government in association with ILO has launched a hotline to receive safety complaints.

Significant progress has been made for capacity building of the ministry and government agencies – in the areas fire and building safety and workers' rights. The ministry and agencies concerned have been equipped enough to cater the future demands when the Accord and Alliance will not be here.



Md. Atiqul Islam

President

Bangladesh Garment Manufacturers and Exporters Association (BGMEA)

The twin tragic incidents were significant wake-up call for us, a call for turn-around and rebuild the industry; the call for ensuring safety of our workers and ourselves. There has been a paradigm shift in the mindset of entrepreneurs – tremendous progress has been achieved in safety inspection, awareness and other occupational safety and health issues. Our industry is undergoing transformation in such a way that can be iconic for any other textile and apparel industry in the world.

After the tragic building collapse in 2013, it was thought that most of the Bangladeshi garment factories are vulnerable, but after the inspection by local and foreign engineers under the initiatives of Accord, Alliance and National Action Plan (NAP), it is found that less than 1.5% percent factories have imminent danger and those

factories were immediately shut down, which is 32 out of 2643 inspected factories. Both Accord and Alliance completed inspection of 100% of their listed factories. The government has contracted two private sector firms (TUV - SUD and VEC) to complete inspection under NAP by April 2015. When all the inspections will be over and the vulnerable factories are dropped out and other factories complete their CAPs, Bangladesh RMG can obviously be regarded as the safest industry in the world inspected by the foreign experts and buyers under the close observations of the government. Moreover, all the inspection reports of the factories are now available at the Fair Factory Clearinghouse (FFC) and the Inspector General of Factories website. This makes our progress transparent and credible.

Besides, BGMEA has been arranging regular training programs on worker-management relations and labour laws for both factory management and workers to educate them. We are training 100 people every month. In addition, the Bangladesh Employers Federation, BGMEA and BKMEA with the support of ITC-ILO trained 100 senior master trainers. These 100 master trainers will train 7,500 supervisors and subsequently the supervisors will train an estimated 7,50,000 workers.

The transformation our apparel industry has undergone in the areas of workplace safety and workers' welfare issues in the last two years will certainly play a crucial role in changing the future course of the industry and turn it into a sustainable sector.



Srinivas B Reddy

Country Director

International Labour Organization (ILO), Bangladesh

I am glad to see a very good progress has been made in the workplace safety issues in the garment industry. As of today more than 77 percent of the factories have been inspected and a number of factories have undertaken remediation measures. So it is very important that we complete 100 percent of all the inspection with the support of BGMEA and BKMEA and take remediation measures for the interest of stabilization of business and further growth. It is really very important to complete the task that we have taken in terms of workplace safety. On the workers' rights issues I think we have to pay more attention now. Focus should be on workers' rights and promoting social dialogue. From the ILO our effort now is to bring employers and workers together to build their

capacity so that they are able to involve in constructive dialogue, workplace cooperation and work together towards social dialogue and it will be good for the industry and its workers.

If we address the safety and workers' rights issues as the tripartite partners – the government, employers and workers – agreed in the National Tripartite Action Plan, it would contribute in a very sustainable way and would have huge impact on the industry provided we fulfil the commitments what was agreed.

I think Bangladesh has a lot to offer to other countries in terms of experience and lessons. A number of other countries can learn from Bangladesh in improving workplace safety and workers' rights after what we have seen during the last two years. Across the global supply chain there should be no further accidents of this nature to initiate these steps. We need not wait for another accident to happen and then you begin. So this is the lesson others can learn.

The way things are progressing I am optimistic about the industry. I would encourage BGMEA, BKMEA and the industry leaders to fulfilling the commitments. We should taken this as an opportunity to reform for betterment. We should not take it as an obligation. It is for the interest of the sector and its workers. if all the commitments made so far are fulfilled, the future of the RMG industry of Bangladesh will be absolutely bright.



Rob Wayss

Executive Director

Accord on Fire and Building Safety in Bangladesh

A lot of things happened, in 2014 especially, and a lot of progress has been made in making the readymade garment sector safe. However, there are a lot of work to do. We need to take time and recognize the progress that has been made and I think progress has been made in a few key areas. All the factories that produce for the Accord companies has been inspected. So we now know what needs to be fixed in all of those factories to create minimum expectable level of safety. And we also have identified the buildings that were very venerable either they have temporary evacuated or they needed some urgent remedial measures. That have either been taken all the building have been evacuated. The work of fixing all the safety findings has begun and needs to continue and quite frankly need to accelerate.

When we get to the phase that the factories that have been inspected have completed the remediation from those initial inspections, we have achieved a minimum level of safety in those factories that in the future years of the Accord we can build a path to go beyond the initial safety issues and work towards making the factories even safer and creating systems that involve workers and management to establish safety monitoring systems at the factory level that are functioning at the day to day basis and also to establish structures at every factory, particularly safety and health committee made of worker representatives and management representatives need to be supported, trained and equipped so that they can function well as a safety committee. We are going to work intensively, particularly on finishing the remediation and establishing the committees and then working with the committee members to make the committee functional. And then I think we will be well on our way of meeting what the sort of sequential goals of the Accord have been and those goals have essentially been -- inspect the factories so you can find out what is wrong and what safety items need to be fixed. When we achieve that the factories in Bangladesh indeed will be demonstrably safe. And it will be a very good selling point for the industry in Bangladesh. When you have thousands of factories inspected by Accord, all of the items have been verified and publicly reported, the factory owners and the industry in Bangladesh is going to be able to tell consumers, buyers and brands of the world that - "look, our factories are safe, our factories are safer than anybody. They have been inspected by industrial engineers, we fixed these things, and the remediation have been verified by industrial engineers. Nobody else can show this."

And this should be something Bangladesh should be able to market – 'look, we are not just talking about being safe; we are safe, we are demonstrably safe'. And I think that opportunity and ability to market the industry based on demonstrating safety is a very good thing for Bangladesh and very good thing towards making the future of the industry bright, even making that goal of 50 billion in 50th anniversary of Bangladesh more possible.



Mesbah Rabin

Managing Director

Alliance for Bangladesh Worker Safety

Safety progress can be classified into two categories. First one is technical inspection or the industrial survey that we have done from the structural electrical and fire prospective. From that angel the cooperation of the business entrepreneurs was unique and we could complete it within just one year. That is very encouraging.

The second part is the remediation which has started and that is also very encouraging to see many of the entrepreneurs being proactive; they have starting the remediation immediately after the Tazreen disaster, they did not wait for the creation of Accord and Alliance. That time nobody knew the name of Accord and Alliance. But those entrepreneurs are business leadership; they started remediating and improving their workplace and achieve an acceptable safety standard that was very impressive. So that remediation part is very impressive, even after in spite of the challenge the country is facing since 5th January onward, where the shipment were the big question, in spite of all those challenges they have contributed significantly to remediating the factory and improving the workplace safety and it is also very encouraging.

Entrepreneurs deal with the business of manufacturing garments; neither they are engineers nor are fire safety experts. We have helped them doing the technical survey of their factories to so that they can identify what are the shortfalls compared to the code, where they need to improve on. As we started the lecture track during the safety expo to explain the need of all those things, they have understood and accepted. I am happy to let everybody know that many of the investors have hired engineers -- civil and electrical -- in the garment industry only to take care of all these issues. Since these are technical in nature and a businessman is not expected to be technical, he is professional in his business handling, so he has taken engineers on board to help him to improve his safety condition. That is a very positive and healthy sign. The mindset of the RMG entrepreneurs have drastically been changed.

Challenges and opportunities are side by side. After the disaster of Tazreen & Rana Plaza the reputation of the RMG industry was in challenge. As we negotiate the challenge, the window of opportunity is opening. As the compliant brand image of the industry is exposed to the brands and retailers of the western world, there going to

invest more, source more apparels from this country only. And I will not be surprised if Bangladesh even cross the vision of \$50 billion.



Nazma Akhtar

President

Sammilito Garments Sramik Federation

There is no denying that much progress has been made in the RMG sector in the last two years. Still there is a lot more to do. More attention should be given to the issues of workers' welfare and rights. We generally take different measures after an accident occurs. Accord, Alliance and National Plan have been created due to the accidents in the sector.

But accidents can be prevented if we take precautionary measures. For example, if an entrepreneur builds his factory complying with standards and keeps working conditions up to the mark, then accidents can be avoided. I urge the garment entrepreneurs to take necessary measures to ensure workplace safety and decent working condition at the factories at their own initiatives. They should show due respect to workers and provide them with decent working conditions. Then we will not need any platform like Accord or Alliance. Accord and Alliance are short-term initiatives as they will be not in Bangladesh after 5-6 years. So we need long-term safety initiatives. We have to enhance our capacity and groom up efficient engineers so that we can take care of our industry ourselves.

It is true that the image of our RMG industry was tainted due to the tragic accidents. However, it is really good to see that after inspections by Accord and Alliance our image has been brightened worldwide.

G7 Multi-stakeholder Conference and Public-Private Dialogue Initiative

By Nabila Jamal Rusha



BGMEA President Md. Atiqul Islam presented gifts to Thomas Silberhorn, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development Germany at the end of the G7 Multi stakeholder conference.

M

RMG does not signify a factory or handful of major factories with million dollars turnover. It represents the whole industry incorporating all small, medium and large factories that run the sector. To represent the whole industry, BGMEA President Md. Atiqul Islam went to Europe to attend a conference and a workshop coinciding at the same time. He shared a lot about this industry with the international stakeholders who have significant say in the global apparel industry.

The conference on "Promoting Decent Work Worldwide through Sustainability Supply Chains" was organized as part of Germany's presidency of the G7 in 2015 on 10-11 March and hosted by German's Federal Ministers for Economic Cooperation and Development and of Labor and Social Affairs. The event represented the first major attempt to put supply chain on the map of G7 decision and policy making. The Bangladesh delegation to the G7 multi-stake-

holder conference included Commerce Minister Tofail Ahmed, Shirin Akhter MP, along with entrepreneurs like Mohammed Abdul Jabbar, Managing Director of DBL Group and Miran Ali, Managing Director of Bitopi Group.

On the first day of the conference, the opening panel discussed how Rana Plaza changed the business scenario of Bangladesh and the current viability of the industry. The Bangladesh delegation discussed the reformations of the apparel industry in the last two years after the tragic incident. They discussed how the industry has been transformed into the most transparent supply chain compared to any sector in the world. The Fair Factories Clearinghouse (FFC) database containing all the inspection records of the garment factories of Bangladesh is one of a kind and has not been replicated in any part of the world. Also the Government of Bangladesh has made a website with these inspection reports making them available for public. In the next one year, most factories will be more compliant in terms of fire, electrical and structural standards and Bangladesh will come out as one of the fast and best models worldwide.

On the second day, BGMEA President Md. Atiqul Islam participated in the 6th session of the alternative forums titled "Multi-stakeholder Networks on Social and Environmental Standards." The discussion focused on joint voluntary actions by multi-stakeholders for ensuring proper social and environmental standards. The forum discussed prior experiences with such initiatives, including recent experience with dialogues and networks in the garment and textile sector. It was suggested that a joint G7 commitment for initiating multi-stakeholder networks can improve coordination, increase the market share and allow more effective enforcement of existing social and environmental standards, such as occupational health and safety and environmental sustainability. On that point, the BGMEA President raised an important issue in the forum regarding social audit and their different

standards. Frequent social audits in Bangladesh are a common scenario conducted by different brands as per their different standards. This decreases efficiency of factories as a lot of time is invested on the same audit by different brands. Because the forum was discussing common shared standards for all, he focused on this particular issue which was sincerely noted by the panel and was assured for soon to be given consideration into. Also the panel mentioned that all the issues and suggestions will be taken forward to the next G20 conference to be held in the near future.

In between the G7 Multi-stakeholder Conference, BGMEA President Md. Atiqul Islam also attended the International Workshop on Public-Private Dialogue (PPD) which was held at the Confederation of Danish Industry Headquarters in Copenhagen, Denmark on March 10 and March 12, 2015. This 8th PPD Global Workshop was organized by the Confederation of Danish Industry (DI), the World Bank Group and the Ministry of Foreign Affairs of Denmark. Md. Atiqul Islam was a speaker in one of the seminars titled "Promoting Higher Social and Environmental Standards through the Supply Chain." In the seminar, he highlighted the improvements made in the apparel industry in the last few years, especially the reformations made after the tragic Rana Plaza incident.

As the moderator along with the audience were highly interested in the aftermath of Rana Plaza, the BGMEA President laid out the social standards introduced or improved in the last two years. He specifically put more emphasis on the environmental standards saying that in order to sustain in the future, there is no way for the industry to overlook the environmental issues. He said, "If you will survive in the future competition or not depends on what initiatives you are taking to make your production more environmental friendly."

He also mentioned how the environmental scenario in Bangladesh RMG is already turning around with green factories like Vintage Denim, Viyellatex, DBI etc. He also mentioned the efforts taken by BGMEA to promote environmentally sustainable production.

The BGMEA President was also requested to present a case study of



BGMEA President Md. Atiqul Islam is seen with Christiaan Rebergen, Vice Minister of the Netherlands for International Cooperation and CSR and other delegates at the end of the first day of the PPD workshop held at Copenhagen.

the Bangladesh RMG sector in respect to the Public-Private Dialogue initiatives made by the Bangladesh RMG sector. The presentation delivered by the President showed the progress made by the industry in the last 30 years. Although the progress made was mostly due to the contributions made by the dynamic entrepreneurs, but the support that the entrepreneurs got to develop a sector from scratch was because of various policy supports by national and international stakeholders namely government, donor agencies, diplomats etc. All this could happen due to public private dialogue among stakeholders.

The BGMEA President discussed in details about the reforms that came from PPD and they took place in safety, business enabling environment and environmental sustainability. Accord, Alliance and NAP are the best examples of PPD initiatives where the brands, national and international government and the entrepreneurs are working together to ensure workers safety. He also said that the industry has gained a lot of knowledge and experience from all the PPD initiatives and hence those insights can be further used in the future to address existing issues like enhancing productivity to ensure competitive edge and also penetrating high-end markets for better benefits. This is important for the vision established to make \$50 billion worth of export in the next 7 years.

While showing the positive outcomes of PPD initiatives Md. Atiqul Islam

also focused on the drawbacks of such initiatives. The lack of proper Public-Private Dialogue is the biggest drawback of all. This is where he chalked the challenges in a 3'C model. The first challenge of such initiatives is "Continuation". The PPD initiatives usually come with an expiry date. The initiatives have tenures and are not institutionalized in our main stream agenda, hence the initiative ends when the tenure ends. The next C is "Coordination" where the BGMEA President said that what we need right now is a holistic and collaborative approach to incorporate long-term PPD initiatives that would give us continuous benefits. With that comes the next C of the model which is the "Commitment" issue. "To make anything last longer we need absolute commitment from all stakeholders and there is no alternative to that," said Md. Atiqul Islam. He ended saying how Bangladesh has evolved in time, how we have become more eager to learn, share and change the scenario when something is not right. Hence introduction of such initiatives and sustaining those initiatives is what we need right now. So he outlined the exact needs and nature of the dialogues that we need right now and they have to be focused, regular, participatory, solution oriented and they must be translated into actions. With that he ended his speech and he got affirmation from the audiences who agreed with the importance of commitment by multi-stakeholders.



Mogens Jensen

'Bangladesh has made remarkable progress'

Mogens Jensen, Danish Minister for Trade and Development Co-operation

By Tamanna Mahin

*M*ogens Jensen, Minister for Trade and Development of Denmark, recently visited Bangladesh to attend a high level conference on the RMG sector. He, while talking with *The Apparel Story*, lauded the progress made by Bangladesh over the years. He said Bangladesh has made remarkable progress over a relatively short-time span. "The number of people living below the poverty line has reduced from 60 to 30% and to me it is a good to be proud of the improvement Bangladesh has made." Mogens Jensen is very optimistic about Bangladesh. "Bangladesh is a growing economy with a lot of potentials." He had to say Bangladesh is extremely different from all the countries, especially the ones with surrounding us. "Bangladesh is much more green and beautiful."

To him it is very motivating to see how hard working the people of Bangladesh are. He sees a Bangladeshi being happy and smiling even though he is probably leaving the hardest of lives.

However, even though Bangladesh is a growing economy, there are plenty of challenges in order to get more production in Bangladesh, especially in the textile sector. He also said that a long distance needs to be travelled before the 'being sustainable' state is achieved.

The Danish Minister thinks that improving working conditions and working environment is an investment towards a better business and that is what can be seen now here in Bangladesh. They are extremely happy to work with the

NGOs, trade unions, buyers and sellers, and the government in order to improve the conditions in the RMG industry but more needs to be focused on worker rights and working conditions in order to become really sustainable.

He is happy that an agreement was signed between the Danish and the Bangladeshi governments where it says that Denmark will deploy a special adviser and a growth counselor who will work together with the industry and the Ministry of Labour in order to improve the conditions and the usage that they have in Denmark and transfer the technical know-how to Bangladesh.

He recognizes what has been done in such a short time and the Rana Plaza tragedy was a game changer like he said before when it comes to creating action on the ground. He said that it is unfortunate that it takes thousands of deaths to occur to hit us with a realization but the silver lining about this is that now it has given an opportunity to everyone to rethink their perspectives and this has also help mend the things that are happening internationally.

He further said that we expect that these offers will change the lives of thousands of workers around the world and also prevent deaths due to bad working conditions.

The Danish Minister said that he acknowledges what has already been done by the textile sector in Bangladesh. "All the parties who are involved have done a commendable job. However, there is still room for improvement."

Even though Bangladesh is a growing economy, there are plenty of challenges in order to get more production in Bangladesh, especially in the textile sector. He also said that a long distance needs to be travelled before the 'being sustainable' state is achieved.

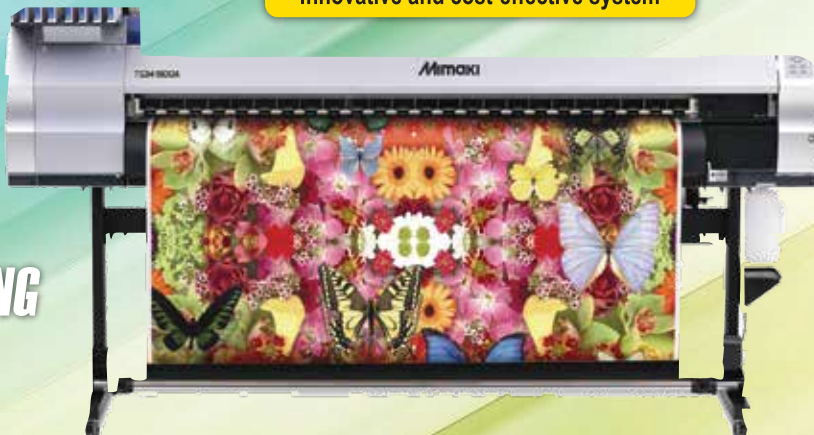
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Fall of Euro: A Shockwave in Economy

By Musharrat Tarannum Baishakhi

After US Dollar, world's second highest reserved, traded and used currency is Euro. Being the common currency in euro zone, it has been adopted by nineteen member states of European Union so far. And right at this moment, due to severe debt crisis, euro lost its shine in the currency world which is popularly known as Euro Depreciation. Just within one year, the exchange rate for euro has been dropped from 1.4 to 1.12 to a dollar. And business analysts are predicting that it will continue to fall up to year 2016. Thus, Industry insiders are having fear in mind that the depreciation will cause economical downturn in Bangladesh as well.

As Euro zone is one of the biggest market of Apparel items, due to Euro depreciation, Bangladesh readymade garments sector will be hampered rigorously. It has been notified evidently that due to decline in the value of single European currency, our exporters will face reduced profit margin which will ultimately weaken their ability to compete in the global market.

Through the Bangladesh Bank data, it has been seen, 1 Euro is trading at 84 BDT whereas it was 105-107 BDT previously. Therefore, value of euro

has declined nearly 20% as per Bangladeshi currency. Industry sources said, increasing interest rate of US dollar, investment by the investors in US market, serious debt crisis of different states in European zone and increasing demand of US dollar left negative impact on euro. In the history of 12 years, euro exchange rate was lowest on March 11, 2015, which was \$1.057 for 1.0 euro.





A declining currency has manifold impacts on the economy. When Bangladeshi currency depreciates against other currencies, our exports turn out to be cheaper which means reduction in profit margin of the exporters. On the other hand, imports turn into more expensive. For instance, Bangladeshi currency goes down from Tk 80 to Tk 90 per dollar. Thus, our garments become cheaper for foreign buyers but inversely we pay more for our imports. This example reflects that why countries make their currency to depreciate. In an idyllic situation, it is just to boost up exports to create a demand for domestic products. Thus, as long as euro remains weak and if the prices are fixed in euro, there is a high chance that our exporters will get less taka against the same amount of euro. Here comes the issue of foreign exchange risk. When business converts euro into dollar, business receives a reduced amount which is known as foreign exchange risk.

In this regard, Executive Director of Policy Research Institute, Dr. Ahsan H. Mansur explained that this depreciation is causing increase in the cost of production in euro for our country, which will make us non competitive. At the same time, some of our neighboring countries like Indonesia, India or Vietnam is depreciating their

currencies in against of dollar. He also added that, as we are not with the flow, our currency is appreciating and our inflation rate is also high compared to India. As a result, Real Effective Interest Rate in Bangladeshi taka is appreciating nearly 25 percent. To some extent, it is also making us uncompetitive as our inflation rate is high. So as our cost of production, labor cost is high. For that reason, it is difficult to compete in the global market with our trading partner.

Therefore, what can be the exact impact on the garments sector? To give this answer, Md. Shahidullah Azim, Vice President of BGMEA said, "Due to euro depreciation, our export earnings have dropped around 22 percent. So if we sell the goods in the value of one lacs euro, we have to incur loss around twenty-two lacs BDT. He shared that, in the current fiscal year the country's RMG export will decrease by 7-8 percent and we, the exporters are under pressure to reduce the export price due to eroded value of euro.

So, now the question comes how to avoid this loss or what can be the possible solutions. How bank can play role in this type of economic crisis? In this regard, M. Latif Hasan, Executive Vice President of Prime Bank Limited said "One

possible resort is to currency hedging in terms of taka with euro to maximize the returns. Business should opt hedging against the volatility of exchange rate. Exporters can sell the Accounts Receivables (A/R) to the bank, bank will handle the rests with the buyer." He also said that another solution is to billing or trading in terms of dollar rather than euro, considering euro depreciation. "We can also look for reducing supplier rate if needed," he added.

About the risk management issue, Mr. Azim said, "Keeping the risk management issue in mind, in the upcoming budget proposal, we have proposed to the government to give incentives for the businessmen those who are exporting in the euro zone only."

On the similar point, Mr. Mansur said that, "One possible solution of this problem can be depreciating our currency in real terms, not for the basket of currencies but only for the US dollar. By depreciating Indian rupee, Indian export has grown up to 20% whereas we are still at 3%. So we should depreciate our currency slightly."

Further he said, "Our trade is denominating in dollar but not restrict for the dollar. Here we are having a mismatch which we need to remove." He includes, "Our observation is, firstly, we need to see our exchange rate in a bit flexible way. Secondly, based on the exchange rate of our neighboring countries or competitors, we need to balance our exchange rate as well, especially for those products and markets which are similar for us. And also we need to reduce our inflation rate. If we are failed to do so, in real effective terms, we will lose our competitiveness."

Euro's effect in Bangladesh can be seen from two ways. How much we import from EU and how much we export to EU. Businessmen hope that only the upcoming budget will give some lights in this matter. But for now on, industry analysts and experts are expecting that there should be a medium term solution which will help the exporters and at the same time, the solution should not hamper the importers.

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Women known by their own identity

By Omar Gias



International Women's Day was celebrated across the world on March 8. The driving force behind the production of our apparel industry is women. There are also women who are sitting at the helm of the industry and taking the sector forward. In this issue, *The Apparel Story* talked with three such women entrepreneurs who represent three different generations but are known by their own identity. Here we are sharing their thoughts on the industry, contribution of women to the sector which is the lifeline of the country and women empowerment.



Shirin Khurshid Jahan

Managing Director, Titash Garments Int. Ltd

AS: When and how did you get involved in business?

SKJ: I got actively involved in the RMG sector in 1986. Basically it was my elder brother's patronage that encouraged me to join the sector. Initially I started my career in the production department and strived to earn the tradecraft. It gave through insight of the business and provided me with a solid foundation to take off.

AS: In our society women are not encouraged to do business. Have you faced any challenge as a women entrepreneur?

SKJ: I think as woman it is definitely a challenge not only to pursue as entrepreneur but for any other profession. Probably the challenge is more in Bangladesh where the prevalent mindset handicaps the women to take care of children and domestic affairs. I am lucky in a sense that I enjoy full support of my family. Initially it was a bit difficult to cope up with the male dominated sector but I could overcome it by sheer hard work and determination.

AS: About 80% of our 4.4 million RMG workers are women. How much the industry has contributed to their empowerment, you think?

SKJ: I think the RMG sector has tremendous contribution to women empowerment in Bangladesh. This sector generates the highest number

of women employment in the country. These women now have a voice in their household, in society and also in shaping gender equality in national level.

AS: How Bangladeshi women can be encouraged to come to business?

SKJ: Personally I believe encouragement has to come from within. Society has a role to play, of course. Policy supports from the government can also augment the effort. Easy loan and financing facility, tax rebates, friendly investment environment and especially support from BGMEA and other associations can encourage women to join this sector.

AS: What is your strength which you think played the key role behind your success?

SKJ: I think one should have passion for the job s/he pursues to be successful. I have been always been passionate about this sector. This and hard work coupled with willingness to strive further have paved the way for whatever success I have achieved so far. I also believe in commitment and fairness in pursuing my business which have helped me to earn good reputation both to my employees and buyers. Reputation is absolutely critical for any woman to survive and thrive in this sector.

AS: Thank you very much for your time.

SKJ: You are welcome.



Rubana Huq
Managing Director, Mohammadi Group



AS: If you walk down your memory lane -- what was the biggest challenge you had to overcome to come to today's position?

RH: The biggest challenge was the mindset in this region that makes it difficult for women to break the glass ceiling. Being involved in the business meant traveling to distant places in search of business with at least two overweight luggages. Somehow the picture of a woman almost doing a man's job was challenging to accept for many.

AS: In our society women are not encouraged to do business. Have you faced any challenge as a women entrepreneur?

RH: Luckily society is changing. And so is our preconceived notions about women being an entrepreneur. My youngest daughter has just joined the trade and I am hoping that she will have an easier ride. As far as my support level is concerned, my children have been the most supportive. It was my husband's business that I inherited, therefore support from him was also extra ordinary. The only hiccup was in the public perception of a woman in strange lands trying to be a salesperson.

AS: Now-a-days a good number of Bangladeshi women are doing jobs than any time before. Some are even working at

the higher-tiers of corporate companies. But the number of women working even in the mid-level of our RMG factories is still insignificant. What is the reason behind it?

RH: The reason essentially lies on the lack of education: Most of our workers are secondary school graduates. Therefore they lag behind in workplace. But times are changing. We have more female supervisors now and we are looking forward to promoting this practice in the industry. A private university based in Chittagong has recently offered me to provide at least 20 women workers for university education through providing a one-year long access course. I sincerely believe that this may change the scenario in the long run. With a better education level the women will evolve and will be better equipped to face challenging positions at workplace.

AS: About 80% of our 4.4 million RMG workers are women. How much the industry has contributed to their empowerment, you think?

RH: The contribution of RMG industry to women's empowerment in this country is undeniable. The picture of women giving pocket money to their husbands during a lunch break is a sight for sore eyes. A woman not only is a good dispenser of responsibilities but is also the more loyal partner in a workplace.

Workplace migration is at its lowest now with women seldom changing their jobs. Just a quick reference to the women consumers in the local economy will also indicate the extent of empowerment. If a female worker spends only 500 Taka on herself per month, then the total contribution of these women, as consumers, to the economy would be around Taka 180 crore a year.

AS: Do you have any special practice for female workers at your factory which you want to share with us?

RH: We run two schools which accommodate the children of the female workers. This is a non-wage benefit for them. In one of our schools, the female workers take turn and teach the pre-school kids in the first half of a work day. This gives them extra self-esteem and they feel honoured.

AS: Anything else you would like to add?

RH: I strongly feel that more training centres should be set up and special emphasis should be given to empowering the female workers. Many a times we face many hurdles in the factory and these challenges can be much better handled by aware and empowered female workers, just because they have more empathy and understanding of any crisis. So women must be encouraged at all levels!

AS: Thank you very much for your time.

RH: You are welcome.



Miss. Vidiya Amrit Khan, receiving flower bouquet from workers at DGL, Kalurghat, Chittagong.

Vidiya Amrit Khan

*Director, Desh Group and
Director, BGMEA*

AS: When and how did you get involved in business?

VAK: Upon completing my Barrister-at-Law in the UK in 2004, I had returned to Bangladesh and was initially working with Bar -- Rafiqul Huq and Chambers. However, soon after I had left the Chambers to join our family business, Desh Group of Companies, in 2006. In 2008, I started managing Desh Garment Ltd. Initially I had no plans to be in the RMG industry, however, when it was felt that Desh Garments needed more first-hand attention in the factory in Chittagong, I chose to primarily move there and look at factory operations. My mother, Mrs. Rokeya Quader, Chairman and my brother Mr. Omar Quader Khan, Managing Director, of Desh Group were then monitoring operations from Dhaka.

AS: Your father Late Noorul Quader who is the pioneer of garment industry in Bangladesh was also a freedom fighter. One of the most important goals of our independence was economic emancipation. How much the RMG sector could contribute to achieving that goal, you think?

VAK: Bangladesh's RMG industry has put us on the global map. Today we are the second largest producer of garment in the world (following China), churning out export earnings of \$25 billion and employing 4.4 million workers, 80% of whom are women. The industry is the second largest foreign currency earner (following remittance, which does not

create any employment within the country). Not only that, it is the garment industry that is responsible for empowering women, giving them their freedom to work and hence establishing women's rights and employment in an industrial scale. In addition to that, we have to think about the forward and backward linkage businesses, financial institutions, ports, so on and so forth that the industry has given rise to.

AS: About 80% of our RMG workers are women. But the number of women working even in the mid-level of our RMG factories is still insignificant. What is the reason behind it, you think?

VAK: In my opinion, the answer to this question is manifold. By mid level, I understand that we speak of supervisor, in-charges and executives. First of all, it's a cultural and physical bar I think. Culturally women are perceived to be workers or welfare officers in a factory. The 'heavy load' job, both in terms of physical energy required and hours of service provided, women are often seen to be 'unfit' for the job. Moreover, women often have to leave their jobs after they get married or when they are needed more by their children, this often creates the promotion bar, which would naturally create supervisors from workers. Education often works as a barrier too. However, this trend is now rapidly changing as women are being perceived as being more dutiful and sincere towards their job. Desh was the very first company to send 18 women workers as trainees to receive technical training for 6 months in Daewoo's factory in Pusan, South Korea in 1978.

AS: Do you have any special practice for female workers at your factory which you would like to share with us?

VAK: Currently, Desh is involved in the HER project, that is an initiative between buyers and factories in particularly improving the lives of women workers. Apart from that, Desh has always provided the women with Child Care Services, transport to and from work and full time doctor and nurses in case of any medical requirements. Female workers are given additional talks on health and hygiene and given overall training for personal and workplace improvements.

AS: As a woman entrepreneur do you face any difficulty in running your business?

VAK: No, I do not personally feel any difficulty in running my business from an intellectual point of view. However, in the same sense that I have spoken about why women may not necessarily be in the forefront of the business is because of those same physical and cultural prejudices. Of course, Bangladesh is still a very male dominated society when we talk about the higher posts in a work environment/company but that too is slowly changing as women are proving their worth more and more everyday through their hard work, dedication and brilliance.

AS: What is your strength which you think played the key role behind your success?

VAK: My strength comes from my determination to reach the goals that I have set out to achieve and behind that determination is the memory of my beloved father, Late Mr. Noorul Quader. I also believe that in this world, we must DEMAND THE IMPOSSIBLE and each make a difference in our own way towards humanity. My strength further comes from the undying support that I get from my mother, Mrs. Rokeya Quader and brother, Omar Quader Khan.

AS: Anything else you would like to add?

VAK: People always ask me why I gave up my career as a Barrister to join the readymade garment industry. I always say, with a legacy like that of Desh Garments', a company that changed the economic dynamics of a new Sonar Bangla, I would be unwise to give this all up. We, garment factory owners, help to create employment in the country, we give women the right to their independence and we have put Bangladesh on the global map in a positive light, who in their right minds would give up the pleasure of doing their country and citizens such service. Moreover, through my work, I continue to dream the dreams of my father who fought hard to liberate the country.

AS: Thanks a lot for your time.

VAK: You are welcome.

Rejoice in Fall

"Autumn...
the year's last,
loveliest smile."
William Cullen Bryant

By Musharrat Tarannum Baishakhi

The way Bryant made the quote, it is exactly on the same manner while talking about the season Fall. Fall or Autumn, neither hot nor cool, in between summer and winter. Leaves are falling from trees as they are falling in love with the ground. The possibilities of summer are gone, and the chill of winter is on the horizon which certainly leaves us in dilemma what to wear and what not, which one will not heat up the body, will be comfy but also protect from the light wind!

Based on the best collections from New York, London, Milan, and Paris, we have identified top trends that will be making the biggest bang on our wardrobes next fall. Just to let you know, throughout the fall, the preferred colors would be Antique Ivory, Vintage Rose, Brown and Dark Military, balanced with spice colors and natural earth tones.

Velvet Revolution

Starting from dress, shoes, sweaters, velvet will play a major part in the fashion world throughout the year, particularly in fall. For the utmost comfort and sophistication, what would be softer than velvet?

Furs in Fashion

Want to make your dress a bit more eye catchy? Well, furs is trendy for the upcoming fashion fiesta. A touch of monster furs will make our evening dresses a chic. Pieces of mink, Fox and Mongolian furs can be used in a coat, dress, high neck and rest is up to your design.

Pantsuit

For both men and women, in a party or in corporate meeting or for wedding, nothing can beat the pantsuit. Make your outlook with pantsuit and colors goes to black, grey, navy blue mostly.



Long Coat

To keep you warm from the wind flow in autumn, long coat is a comfortable one. If you are tall like near to six feet, long coat will make your fall a perfect one. If not then? No worries, boots and high heel are there.

Essence of white

As fall is neither hot nor cold, tops color priority goes to white. White is fundamental in nature and give peace for daylong activities. Casual work or for wedding, white has beauty in itself. To make a variation with white tops, trends recommends for using dark colors in opposite.

High Collar Neck and Lace in outfits

No matter whether it is a wedding dress or casual wear, high collar is ruling throughout the year. For both men and women, high collar will make the outlook bold in nature. Fashion trends are also showing interest in lace as added version. Using lace in the sleeves, shorts, bottom of the skirt, dresses are trendy for fall fashion.

Patchwork and Home Interior in design

Patchwork is a new trend. Colorful design from interior design is also noticeable in the patchwork outfits. Referencing fabrics and motifs that usually find in a chic living room gave a fresh look with patchwork texture.

Statement of Skirts

Long, medium or short, in whatever form, skirts are rolling from generation to generations. Nevertheless, fall fashion also predicts for skirts from long to medium size mostly. Fabrics, motifs, color shades will differ based on the tops.

Shoe Trend

Dresses are incomplete without shoes. So for fall, boots brigade will be in the runway. Whether it is long coat, high collar outfit or skirts, boots will get top most priority in the choice list! Apart from that sneakers and heels will compete apparently.



A portrait of Nate Herman, Vice President of AAFA, smiling and wearing glasses, a blue shirt, and a grey tie. The background is a soft, out-of-focus grey.

Tête-à-tête with AAFA Vice President

Nate Herman is the Vice President of American Apparel and Footwear Association (AAFA). In an interview with *The Apparel Story* he shared his observations and views on the RMG of Bangladesh.

Apparel Story (AS):
Bangladesh has envisioned to reach \$50 billion by 2021. We not only want to reach the vision but we also want to reach the vision sustainably. What is your suggestion? How can we sustainably reach \$50 billion mark by 2021?

Nate Herman: I think that what BGMEA has done has started to implement training and education in its member factories and is also working with factories to improve them is a great step. If that continues and grows along with what the government is doing, the buyers are doing through Alliance and Accord and everybody is trying to work together towards the same goals, I think it will make the achievement of the \$50 billion a possibility in reality but also sustainably.

AS: Accord and Alliance and the National Action Plan were formed after the Rana Plaza and they have been working for the last one year. They have inspected all the affected factories and given corrective action plans to them. How do you see the transformation of the RMG sector Bangladesh?

Nate Herman: I think it is a difficult transition that the factories are going through. I think doing it with

the buyers and the government's National Action Plan is the right approach. Implementing the corrective action plan is very crucial because a lot of cost and resources are needed to do that. Besides, worker trainings and their empowerment need to be done. There is a lot of factors that play important role here. It is a positive step and I think the factories are showing their commitment towards that implementation of transition plans.

AS: Do you think that bodies like Accord and Alliance should be in other garments manufacturing countries too?

What happened with Accord and Alliance was unprecedented in the apparel industry since buyers working together on any issue, especially on issues like worker safety, is really new. A lot of things have been learned through Accord and Alliance that you can work together to achieve something and that you can have transparency by publishing inspection reports of factories. It is really a good thing. The kind of model that Accord and Alliance have adopted are more situation based and I do not know if those models can be adopted in general terms. I can guarantee you that people are looking very closely at how this is being done to bring the learnings from Accord alliance to other countries

AS: What role can the buyers play to make the industry more sustainable?

I think what is happening with the Accord and Alliance is very important. What they are doing in

terms of worker training and the standards that they are developing for this industry, what works and what does not in terms of training is as important as it can be carried on elsewhere.

The buyers working to establish the institutional knowledge in the country to ensure workers safety is the thing that needs to be done. Accord and Alliance have taken the initiative to establish and share the knowledge with Bangladesh.

AS: What do you think has led to the popular US brands to prefer Bangladesh as a popular garment manufacturing destination?

After Tazrin and Rana Plaza a lot of US buyers became skeptical about buying from Bangladesh. You could see that they were pulling back orders or were not placing enough orders. But I think what has happened with Alliance and Accord and with the efforts BGMEA and the Bangladesh government has put into this, it has shown buyers that there will not be a representation of what happened earlier and that they have dedicated ourselves to a change and the change is extremely evident. We are trying for a long-term change.

Artisti: Couture of Artistic Contours

By Omar Gias

Bangladesh is the second largest apparel exporter in the world. The country proved its mettle in the international apparel market and achieved confidence of diverged range of world class buyers by her quality products. But there are still very few local brands in the country that carved niche within Bangladesh. Artisti is one among the few. It is a name known to all fashion conscious people of Bangladesh.

The brand which started its journey back in 1995 has now a total of 10 show rooms across the country. While talking with *The Apparel Story*, Tariqur Rahman, Managing Director of Artisti, said that they are, however, now concentrating on setting up mega show rooms rather than increasing the number of Artisti outlets.

The growth of middle class people and multinational companies in the country in recent times has created a good bunch of customers for local brands. While in the past there was a tendency in people to take pride in



wearing dresses of foreign brands, there has been a change in the mindset now-a-days. “If you present quality products with good designs, people now like to wear dresses of desi brands”, said Tariqur Rahman. However, challenges are there to keep the local customers happy. “When you export garments, there are only three to four seasons. Moreover, the brands provide you the designs. You just need to follow them. But in Bangladesh we have to bring new collections in Eid-ul Fitr, Eid-ul Ahza, in Puja, in Pahela Baishakh, in winter, in summer and so on. In fact, we bring almost 12 new fashions in twelve months of a year”, the Managing Director of Artisti added.

The Artisti has a pool of designers who work round the year for innovative designs. One of the strengths of the fashion brand is that it has good sourcing links for collecting fabrics. Recently it has brought organic shirts in the market. The fabrics of the organic shirts are totally free from chemicals that are sourced from reputable fabric



Tariqur Rahman, Managing Director of Artisti.

manufacturers, both national and international, which are certified green by the international authorities concerned.

The future plan of Artisti is to transcend border. The brand has already won the hearts of the people of Singapore by setting up two show rooms in the international port city. Talking about the plan of taking Artisti in the international arena Tariqur Rahman explained that outside Bangladesh they set up first show rooms in Singapore as the country can be termed the transit of the world. “From Singapore it will be easier for us to expand our business

to other countries of the world”, he added. He believes that riding on 35 years of experience in manufacturing garments it is high time we took our local brands to international consumers. “Bangladesh is the hub of international apparel manufacture and our companies work for almost all the world-class brands which is the testimony to the fact that we have the potentials to make our own brands popular in the world. For that, strategic marketing, branding etc is important, but what requires most is the initiative of the entrepreneurs”, said the Managing Director of Artisti.





USD 50 Billion of Export in 2021- We All Have a Role

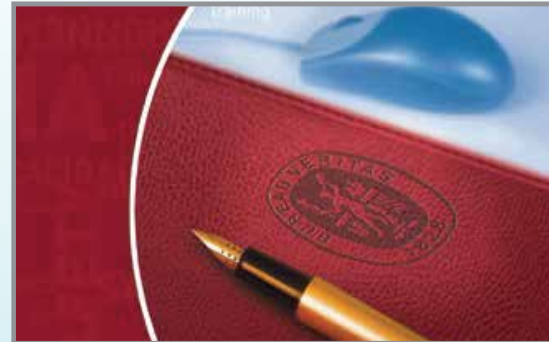
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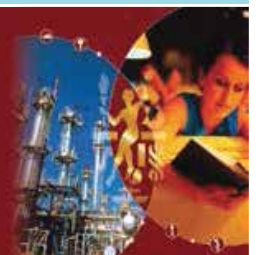
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Value Added Apparel by Manufacturers

Series
4

By Nabila Jamal Rusha



Since civilization, clothing has been a form of protection but as human beings evolved psychologically, clothing revolutionized as per human taste and fashion. Although clothing is nothing but piece/pieces of apparel stitched together, but these same apparels can be shaped and sized to fit people worldwide. Hence to tag along with the revolution of clothing-brands, retailers, and manufacturers are trying hard to recognize product value. Consumers are always searching for added values in the apparel that they sport. Traditionally value has always been defined as a function of price and quantity. However, consumers today are redefining value to include reliability and quality of the product in terms of fabric, functionality, color, trend etc.

Adding value to manufactured products is an increasingly important part of the

value chain and can come in many forms. Such a facility enables the manufacturers to differentiate their products and offer those products that are tailored to customer needs. Although companies give a number of inputs including labor, raw material and components in making of the products but the actual value addition to the products takes place through design, innovation, production and marketing.

It is seen that some companies make greater profits than others or work for better brands than others. It is not simply a question of charging higher prices, also sourcing for well-known brands is not that easy. Often these privileges come from those companies that innovate -- come up with new ideas, have a skilled and trained labor force and who stay one step ahead of the competition. Global competition has placed knowledge-intensive businesses in the best position to prosper. Hence apparel manufacturers strive to innovate and add value to both products and services through enhanced design, technological innovation and new skills.

Ashraful Hassan, Managing Director of Grameen Knitwear Ltd, which was established in 1997 for traditional garmenting with 100% cotton product, said, "Over the period of time Grameen Knitwear became an exceptional supply chain to the brands and buyers absolutely based on innovations and development."

A significant value addition to a typical material is the introduction of functional fabric in the textile world. Owing to their structure, fibre composition, finishing procedures or their combination, these fabrics have special functional properties. They are abrasion resistant, antibacterial, antifungal, bionic climate, flame resistant, etc. These fabrics are mostly used in sports, fire-fighting etc. and they are not only used as attires for humans but often used to cover and protect other tangible materials.

Functional textiles have developed since the past decade. Industries like Taiwan textile has become a major supply center of functional textile in the world. Bangladesh is not lacking behind as some factories are already working with functional fabrics and are exporting it to renowned brands. Using functional fabric, Texweave, a member factory of BGMEA, made jerseys for the Bangladesh Cricket

Team in the ICC World Cup 2015.

On this point, Ashraful Hassan also added that, "Grameen Knitwear has always devoted itself for better value addition to the products and to the customers. The development started with fabric. We worked with Semi cellulose fibre and other blended fabrics. Another development was product category. From traditional Polo and Tee making factory we developed ourselves as a factory for diversified products like sportswear, functional and technical wear. Thus Grameen became an enterprise for diversification on both fabrics and garmenting."

Another new fabric which is organic fabric with variations like cotton, wool, silk and hemp are another species of value-added apparel. Organic cotton is the most popular type of organic fabric. The demand for organic cotton clothing doubled in recent years according to the Organic Consumers Association. Apart from clothing, organic cotton is also used in personal care items like sanitary products, cotton swabs and baby diapers, as well as home goods like sheets, towels and even stationery. Nowadays value addition is done way before the manufacturing stage, i.e. in the agricultural stage. Example includes Hemp which is a highly durable natural fiber that requires no pesticides and little water to grow. Because it is a renewable resource, so farmers are able to grow hemp crops year after year. Hemp fibers can be used in clothing, skincare products and paper. To make hemp fabric less rigid, fibers are often blended with cotton or silk.

Sustainable clothing is the newest trend of value-addition by manufacturers as they use fabrics made from renewable materials. Sustainable clothing materials can also be produced from new synthetic options like "POP," fabric made from recycled plastic soda bottles. Anything that add value to the final product or anything that is sustainable and does not hurt its surrounding is nowadays termed a value-added product.

The global apparel market is building value added networks of manufacturers to "green" its supply chains. The factories are taking an approach to lower overall carbon and environmental footprint in order to increase value margins. Today value addition involves tapping into a

global trend toward embracing green practices. Hence Bangladesh is already embracing green through green factories, that too in a crucial point like where the significance of environmental sustainability has been established as it cannot be overlooked while ensuring development in the long run. Factories like Vintage Denim, DBL, and Classic Fashion etc are examples of factories which are adding value to their products by producing these in an environmentally sustainable environment. Although the value addition should be made more prominent with the concept of "green pricing" getting more returns for the value addition. Only then manufacturers will be more interested and motivated for such environmental friendly sustainable options.

Whenever we think of innovation, we think of intensive research and data crunching institutions. But the fact that innovation can come through small researches and extreme dedication is proven by the developments done by Grameen. Ashraful Hassan said, "Innovation and development of Grameen had been always through a nontraditional and typical way than that of having any typical expensive and so called research center. The need and will of serving buyers with something new and better was the key to the innovations and development of Grameen. To continue such development 'Grameen had to motivate its fabric team like knitting and dyeing persons to spend time and effort to go out of the box and innovate something exceptional and really valued by customers. Thus 'Grameen became a point for value addition, depot of development and center for excellency."

The fact that Bangladesh already exports to quite some high-end brands show that the apparel industry has already taken baby steps towards producing innovative and customized high-end products. The baby steps need to be converted into strides so that we can finally make its transition from low-end mass produced clothes to highly designed unique clothes. For that we need to evolve and for evolving research is a must. Research done in big institutions or done in-house in small scale can bring results that will give a major thrust to the RMG industry of Bangladesh.

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Garment Going Green

By Reaz Bin Mahmood



Bangladesh's economy is now at a transitional point of development. The economy of the country is shifting from informal agro-based to manufacturing-based formal sectors. Over the last few decades the industrial sector achieved remarkable growth mostly through RMG and textile sector. Standing in a crucial point like this the significance of environmental sustainability cannot be overlooked. Going green has now become a must to achieve environmentally sustainable development.

The good news is that the garment industry of Bangladesh has already stepped into eco-friendly business. Already a number of state-of-the-art green factories have been established within the country. A total of 14 garment factories have so far received LEED (Leadership in Energy & Environmental Design) certificates from United States Green Building Council (USGBC) for their extraordinary green practices. Vintage Denim Studio Ltd, one of the leading denim suppliers of Bangladesh, received prestigious Platinum LEED



certificate. The factory has scored 90 out of 110, which is outstanding by all means in the world. Another glaring example of green garment factory in Bangladesh is Viyellatex which save 144 million litres of groundwater through rainwater harvesting and reusing treated water, and 3 million meter of natural gas and 35 percent energy per year by adopting energy-efficient technologies. To minimize washing and rinsing operation, DBL Group is using three effective rinses instead of 4-5 rinses (normally

practiced). Besides these, there are currently a number of other RMG factories which are doing different eco-friendly practices.

Moreover, a good number of world standard new green factories are being established in the country. At least 60 such factories are in the offing. Factories of M&J Group, DEKKO Group, EPYLLION Group, CLASSIC Group, EVINCE Group, MEGHNA Group, TOPAZ Group, SQ Group, PLUMMY Group, URMI Group are some among them which have already been enlisted in the USGBC. Being the apex trade body of RMG industry in Bangladesh, Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has also taken a number of initiatives in recent times to enhance environmental sustainability and energy efficiency amongst its member factories. Under TREES (Toward Resource Efficiency and Environmental Sustainability) project BGMEA runs several programs to help its member factories in adopting available best practices in the industry. BGMEA has already concluded two pilot projects with IFC-SEDF on cleaner production. It is also engaged with the Government of Netherlands, International Finance Corporation (IFC), Solidaridad, TNO and a number of global brands (C&A, H&M, Inditex, G-Star Raw, KappAhl, Lindex, Primark, and Tesco) to run a project titled Partnership for Cleaner Textile (PaCT) as an implementing partner. PaCT is working for promoting clean and responsible production in Bangladesh textile sector, reducing water and carbon footprint in the wet processing units of the industry. PaCT is currently working with a total of 102 factories, of these 67 factories are undergoing basic CP assessment (Step 2) and 35 factories are undergoing deep dives (Step 3). As a part of the project, a Textile Technology Business Center (TTBC) has been established inside BGMEA complex which is helping the member factories to get

information on best practices in the area of environmental sustainability available in the industry.

BGMEA has also signed a MoU with Promotion of Social and Environmental Standards (PSES), GIZ on improving environmental performance of factories, aiming at tier-2 factories which are usually less intervened by development partners or buyers. This particular project named "Cluster Based approach to enhance environmental performance in the factories" is trying to create a culture of sharing knowledge between the advanced and challenged ones through working group discussion.

The environment of Bangladesh is governed by Environmental Conservation Rule 1997 which is enforced by Department of Environment (DoE) under the Ministry of Environment and Forests (MoEF). In the sixth five year plan, the government has included zero discharge implementation as a KPI of DoE. We already have a draft sludge management guideline in our hand which is going to be finalized shortly. The DoE is now in a phase of revising ECR' 97 and asking for zero discharge plans from the factories while renewing Environmental Clearance Certificate (ECC) which is also a great stride towards environmental sustainability.

Despite being one of the lowest emitters of CO₂ in the world Bangladesh has been identified as one of the most vulnerable country to climate change as per Intergovernmental Panel on Climate Change's (IPCC) "Fifth Annual Report". So, saving environment and doing eco-friendly business is not only important for us for the sake of our long-term sustainability and greater competitiveness on the global market but also it is very much related to our very existence.

The enthusiasm of Bangladeshi garment entrepreneurs in going green is very much positive sign for the apparel industry in particular and for the country in general. Stimulus from the government in the form of incentives may accelerate this momentum of coming new green factories. As making a factory green requires a substantial amount of money, access to low-cost finance can encourage the entrepreneurs to adopt more environmentally sustainable technologies and practices at their factories.

Reaz Bin Mahmood is the Vice President (Finance) of Bangladesh Garment Manufacturers and Exporters Association (BGMEA).

Fakhruddin Textile setting trends for others to follow

By Omar Gias

Bangladesh has fixed the target of achieving \$ 50 billion of RMG export by 2021. Experts have opined that to achieve the target the country needs to concentrate on producing high-end apparel products and setting up composite garment factories. Fakhruddin Textile Mills Ltd is one such composite factory which is exporting knit garments to world class buyers like Puma, S. Oliver, Tchibo, Lidl, Marks & Spencer etc. The venture of Urmi Group started its journey in 1997 on a small scale. Gradually it was upgraded to a composite factory by adding knitting unit in 2000 and dyeing unit 2004. Now Fakhruddin Textile produces about 17 ton of fabrics, 69000 pcs of garments, and prints 45000 pcs and

does embroidery of 25000 pcs per day – all on one premise. The factory manufactures all kinds of knit apparel such as men's wear, women's wear, sportswear, jacket, night-dress, night-grown, and what not. Managing Director of Fakhruddin Textile Mills Ltd Asif Ashraf told *The Apparel Story* that the strength of the factory is that it produces versatile types of fabrics like wicking fabrics, anti-bacteria fabrics, ultraviolet rays protective fabrics, stain release fabrics etc. The Fakhruddin Textile made the breakthrough in 2006 when it started making polyester fabrics. "Only 11% of the of the total apparel that we export is made of polyester, while about 21% of Fakhruddin's products are made of polyester fabrics

which are also produced by the mill itself." "Making polyester fabric is difficult as it requires complex technology. So, very few factories of Bangladesh opt for it. But I thought if I want to successfully penetrate market, I would have to do something which was still unexplored by many. That's why I went for polyester. Though initially I incurred financial loss as it took time for me to become well acquainted with the technology, eventually the decision of making polyester fabrics clicked for me. Now I am getting orders of sportswear even from brands like Puma. Sportswear is made of polyester, you know", added Asif Ashraf. He thinks that to achieve the \$ 50 billion target, Bangladesh needs to explore those apparel





*Asif Ashraf
Managing Director of
Fakhruddin Textile Mills Ltd.*

products produced by a few suppliers in the international market. Fakhruddin Textile has many commendable practices that made it unique to brands. It has taken initiatives to recruit indigenous people from areas like Khagrachori, Rangamati and Bandarban. So far 38 male and 16 female workers have been recruited from these areas, of which 30 male and 10 female are still working for the company. Fakhruddin Textile in collaboration with Center for Rehabilitation of the Paralyzed (CRP) has so far recruited a total of 64 (male: 21 and female: 43) physically challenged people. The factory also regularly arranges picnic and other recreational events for the entertainment of its workers. Its recent initia-

tive of organizing a fashion show in which its workers acted as ramp models has been applauded by many. Besides, the factory provides financial assistance to its employees as well as their family members for medical treatment. Fakhruddin Textile has also taken a number of measures to conserve energy and safeguard environment. Its operations are run solely by captive power generated by three gas generators having a total capacity of 2.795 MW. Gas generators release a substantial amount of heat to the environment along with flue gas which is a waste as well as a pollutant. To put this heat into productive use, Fakhruddin has installed three exhaust gas boilers having a total

capacity of 2.65 ton/hour. It has also installed 94 prismatic skylights covering a total area of 2,128 square feet to illuminate its top floors by harnessing sunlight. To reduce water usage, Fakhruddin has taken a number of measures such as reduction of number of washes, 'block washes' in place of 'rinsing', 'air flow' type dyeing machines, auto-dispenser etc. Consequently proper utilization of water has reduced the cost of resource consumption, also business sustainability is improved. For all these best practices Fakhruddin Textile Mills Ltd was rewarded with HSBC Export Excellence Award in 2011 and Social and Environmental Excellence (SEE) Award in 2014.





US Ambassador to Bangladesh Marcia Stephens Bloom Bernicat paid a courtesy call on BGMEA leaders at BGMEA Complex. BGMEA President Md. Atiqul Islam, Vice President Md. Shahidullah Azim, Vice President (Finance) Reaz Bin Mahmood, Directors Md. Moshikul Azam (Shajal) and Arshad Jamal (Dipu) and former Vice President Faruque Hassan were present on the occasion.

Cultural Affairs Minister Asaduzzaman Noor handed over cheques as part of the group insurance to heirs to the 51 garment workers who died on duty in different garment factories.

BGMEA President Md. Atiqul Islam, Second Vice President SM Mannan (Kochi), Vice President Md. Shahidullah Azim, Vice President (Finance) Reaz Bin Mahmood, Directors Md. Moshikul Azam (Shajal) and Vidiya Amrit Khan were present on the occasion.



BGMEA President Md. Atiqul Islam spoke at a high-level conference on "RMG Industry and Beyond: Bangladesh - Framing the Future" arranged at the initiative of the Danish government at a city hotel.



BGMEA Vice President Md. Shahidullah Azim spoke at a discussion on “Bangladesh-China trade and investment corridor: importance, potential and outlook”, co-organized by SCB and The Daily Star at the newspaper’s office. Mahfuz Anam, Editor of The Daily Star; Ma Mingqiang, Chinese Ambassador to Bangladesh; Abrar A Anwar, CEO of Standard Chartered Bangladesh, among others, spoke at the discussion.

BGMEA President Md. Atiqul Islam attended Prime Source Forum (PSF) in Hong Kong as a panelist and delivered his speech on the RMG industry of Bangladesh.



BGMEA and For-Bangladesh Association signed a MoU to provide treatment to garment workers injured in accidents at garment factories. BGMEA President Md. Atiqul Islam and FOR-Bangladesh Association’s President Hasnat Mia inked the agreement on behalf of their respective organizations.



The Embassy of Sweden and UN Women initiated a campaign for “HeForShe” in Bangladesh. Leading male profiles of Bangladesh, including BGMEA Vice President Md. Shahidullah Azim, stepped up for gender equality and made commitments to ensure women’s rights within their fields of work.

BGMEA Vice President Md. Shahidullah Azim and Director Syed Sadek Ahmed are seen with the teachers and students of Stanford Business School, USA who recently visited BGMEA to gather knowledge about the RMG industry of Bangladesh.



BGMEA University of Fashion and Technology (BUFT) debate team has become champion in "ATN Bangla Public Parliament Debate Competition-2015" recently. Commerce Minister Tofail Ahmed, BGMEA President Md. Atiqul Islam, Vice President (Finance) Reaz-Bin-Mahmood, and Muzaffar U. Siddique, Founder Chairman, Board of Trustees, BUFT, among others, are seen with the winning team of BUFT.



RMG sector seeks govt support to cope with unrest losses

Textile and apparel sector leaders on Monday placed a 21-point demand, including rescheduling facilities for classified loans, increasing the repayment tenure of term loans and cash incentives against the cost of Freight on Board, before Finance Minister AMA Muhith to cope with the losses incurred due to political unrest.

At a meeting with leaders of Bangladesh Garment Manufacturers and Exporters Association (BGMEA), Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) and Bangladesh Textile Mills Association (BTMA) at the secretariat, the finance minister assured them of looking into the demands.

Apparel exporters demanded some short-term policy support for the export-oriented sectors, including continuation of the present rate of tax at source for next five years, special incentives against all kinds of export for three years, 3 percent cash incentives for the exporters who export to EU markets considering the devaluation of Euro and supply of diesel and petrol at special rate for the transport sector engaged in transportation of export goods.

BGMEA President Md. Atiqul Islam in a power-point presentation described the present situation of the garment sector. He said that the sector is going to face a big challenge in the international arena as the ongoing political situation is having impacts on the competitive edge of Bangladesh.

Former BGMEA President Abdus Salam Murshedy placed the demands before the finance minister and requested to meet the demands related to financing and banking policy immediately to recover the damages caused due to ongoing political turmoil.

Finance Minister AMA Muhith said, 'I am concerned over the situation. We have to do something for the businessmen. We will decide the next course of action through discussions with other ministers.'

FBCCI President Kazi Akram Uddin Ahmed, among others, was present at the meeting.



Experts for framing rules to make textile industry green

In the wake of increasing demand for green products globally, experts suggested framing rules for making the textile industry environmental complaint for enhancing its competitiveness and sustainability.

They also made a set of recommendations, including giving financial or fiscal incentives to encourage entrepreneurs to low-cost cleaner production practices and making aware that the reduction of energy consumption can be a real cost-cutter.

The recommendations were made at a seminar on "Legal and Regulatory Issues Related to Environmental Sustainability of the Textiles Sector," organised jointly by Policy Research Institute (PRI) and International Finance Corporation (IFC) at the PRI conference room on March 21. Speaking at the function, Environment and Forest Minister Anwar Hossain Manju said his ministry had put its best efforts to improve environment in the country. "There are lots of regulations but effective implementation of them is important to reduce pollution," he said.

BGMEA President Md. Atiqul Islam said ensuring quality and environmental matters in the factories is increasingly becoming a global issue. "This means if any of the two is missing, you are simply out of business." "But it is easy for big factories but not for small factories to address the environmental pollution, which is a challenge." He laid emphasis on financial support at lower interest for implementing the environmental issue. Senior environmental adviser to GIZ in Bangladesh Tanuja Bhattacharjee said rules and proper guidelines are necessary to make textile industry competitive as environmental sustainability is becoming an increasingly important issue in international arena.

"It is high time to look at the issue so that we can set example before the world," she said. She said GIZ is going to launch mobile testing water wastage programme by June next to identify the level of environment pollution in the textile industry.

Assistant Chief of Ministry of Environment and Forest, Khalid Hassan said the ministry is in the process of enacting Land Zoning Act to help make cluster textile industry outside of the city. Chief Operating Officer of Comfit Composite Limited, Md Kawser Ali described that how his company had reduced use of water by adopting environment-friendly technology.

"Use of water has fallen to 50 litres from 180 litres for cleaning per kilogram fabric." PRI Executive Director Ahsan H Mansur emphasised the need to address the environmental issue before being late for keeping the environment clean for generations to come.

Canadian High Commissioner extols progress of Bangladesh's RMG

Bangladesh's apparel exports to Canada have been on the rise in the last five years due to duty benefits, newly appointed Canadian High Commissioner in Dhaka Benoit Pierre Laramee said.

Canada is a bright spot for Bangladeshi apparel, with garment and textile products making up a bulk of Canada's imports from Bangladesh, Laramee said. In 2013-14, garment exports to Canada from Bangladesh reached \$1 billion, which was \$595.55 million in 2009-10, Laramee said. About 96 percent of Canada's imports in a year from Bangladesh are apparel items, he added. However, garment exports to Canada have been slowing in recent months due to some oddities in the domestic market. In July-December this fiscal year, garment exports to Canada fell 14.60 percent to \$425.88 million from \$498.71 million in the same period of last fiscal year, according to data from Bangladesh Garment Manufacturers and Exporters Association.

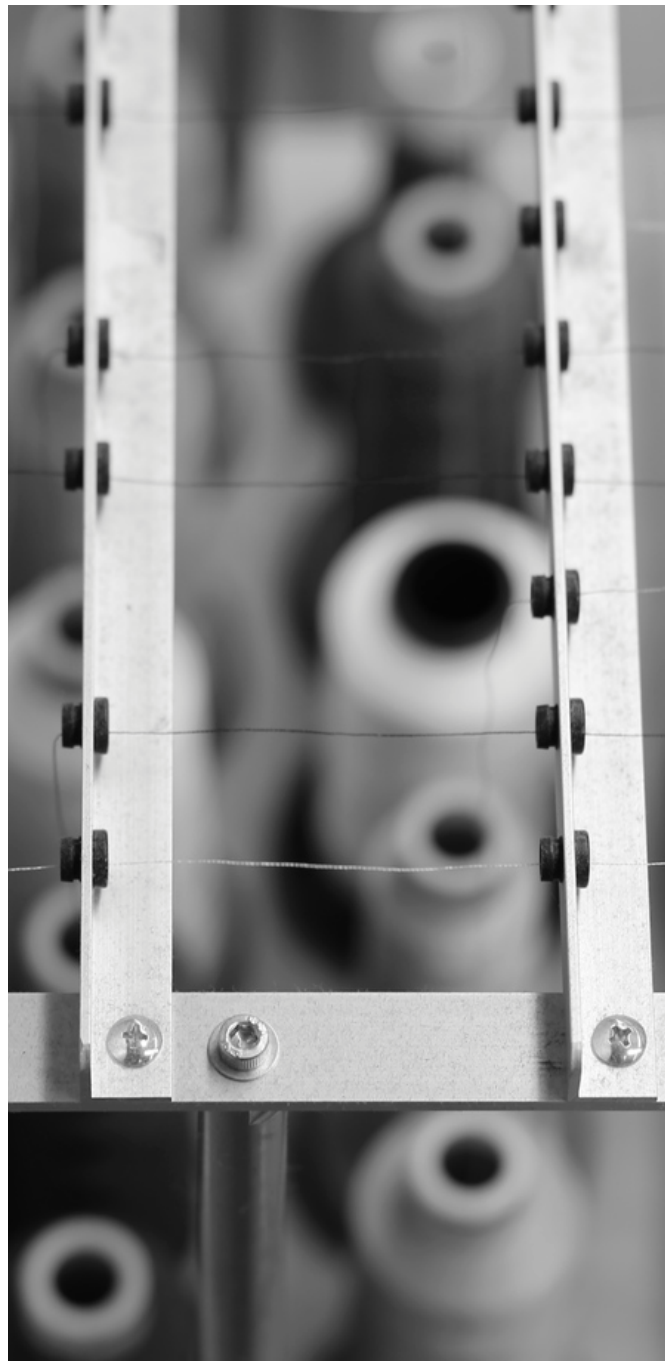
"Canada is pleased to provide duty free access to Bangladesh, an opportunity which immensely benefits the readymade garments sector," Laramee said at a meeting with the garment exporters at the BGMEA office. Canada's commercial relationship with Bangladesh has grown dramatically in the last decade; bilateral trade has more than tripled from \$478 million in 2003 to nearly \$1.7 billion in 2012, Laramee said. "Today, our trade relationship stands at \$1.9 billion. It has grown by over 300 percent since 2004. The trade relationship remains in Bangladesh's favour, with Bangladesh exporting merchandise worth over 1.2 billion Canadian dollars." The country's \$50 billion apparel export target by 2021 will contribute towards its broader vision to attain middle income status, he said.

However, Bangladesh should strategise and plan on how it will manage the sector during the transition from a low to middle income country. This will be important as Bangladesh will not get duty free access once it reaches middle income country status, Laramee added.

In his speech, Laramee also lauded the country's progress in ensuring workplace safety and establishing labour rights after the Rana Plaza building collapse in April 2013.

"The sector is at a turning point. Many reforms are underway to improve working conditions and to make the sector more competitive; but more work remains."

Canada contributed \$8 million to ILO (International



Labour Organisation) managed \$24 million project to improve the working conditions in the Bangladesh garment sector.

He stressed the need for continued dialogues in the '3+5' committee comprising three secretaries of the Bangladesh government and five diplomats of five countries to improve workplace safety and labour rights in the garment sector.

Bangladesh has the potential to be a model for the garment industry in the region and globally, he said. The adoption of green technologies and the efficient use of natural resources, such as water, will be a key consideration, he said.

BGMEA President Atiqul Islam urged the envoy for cooperation from the Canadian market to achieve the \$50 billion export target.

BGMEA Vice President (Finance) Reaz Bin Mahmood, former President Md. Shafiul Islam, former Second Vice President Siddiquir Rahman, former Vice President Faruque Hassan and Director Md. Moshikul Azam (Shajal), among others, were present at the media briefing.

Study: Bangladesh to be 23rd largest economy by 2050

Bangladesh is projected to become 23rd biggest economy in the world in next 35 years, joining for the first time a list of newly emerging and established emerging economies, said a study.

The country, now in 31st in the ranking, is seen to move up to 29th by 2030 and could grow at an average annual rate of over 5%.

Gross domestic product at purchasing power parity (PPP) terms is expected to stand at \$1,291bn by 2030 and \$3,367bn by 2050 from \$536bn now.

However, in order to realise this, Bangladesh needs to tackle the adverse shocks such as political revolutions and natural disasters, said the study of PwC, a UK-based global consulting firm.

According to it, Bangladesh is among eight newly emerging economies to be included in the latest update of its "World in 2050" report for indicating signs of sustained rapid growth in the long term.

The other new entrants are the Philippines, Colombia, Egypt, Iran, the Netherlands, Pakistan and Thailand.

The top ten fastest growing economies are all developing countries: seven are from South and Southeast Asia and three are from Africa, according to the latest PwC update entitled "The World in 2050: Will the Shift in Global Economic Power Continue?"

The report, with a release date of last month 2015, presents the long-term projections of potential GDP growth up to 2050 for 32 of the largest economies in the world, covering 84% of total global GDP.

"We project the world economy to grow at an average of just over 3% per year in the period 2014-50, doubling the size by 2037 and nearly tripling by 2050," it said.

The global economic power shift away from the established advanced economies in North America, Western Europe, and Japan will continue over the next 35 years despite a projected slowdown in Chinese growth after around 2020, it added.

China will clearly become the largest economy by 2030, dislodging the United States, while India could challenge the US for second place by 2050. Indonesia, Mexico, and Nigeria could push the United Kingdom and France out of top 10.

In fact, in global GDP ranking in PPP terms, China has already overtaken the US in 2014, the report said. Indonesia, together with Vietnam, is regarded as a fast-rising economy in the global GDP rankings in the long term, reflecting relatively high projected average growth rates of around 4.5% to 5.5% per annum over the period.

Of the other countries in Southeast Asia mentioned in the report, Indonesia, currently in ninth place, is forecast to move up to fifth by 2030 and fourth by 2050 "if it can sustain growth-friendly policies," said the report.

Thailand, occupying number 21 in the ranking, is seen to stay in place in both 2030 and 2050.

Malaysia, at number 27, is seen to climb to 24th in 2030 and remain there until 2050. It is projected to grow at around 4% per annum on average in the period to 2050, "an impressive performance for what is already a middle income country."

Vietnam is predicted to move up from number 32 to

NBR to avoid double audit of export-oriented industries

The National Board of Revenue has instructed its two field offices to avoid double audit of the export-oriented industries, mainly readymade garment factories, to reduce hassle of the exporters, officials said.

They said that the revenue board has recently issued an order instructing the field offices to maintain transparency in conducting audit of the export-oriented industries.

Currently, Customs Bond Commissionerate conducts annual audit of export-oriented industries which enjoy duty-free import of raw materials under customs bonded warehouse facility to ensure export of products manufactured by these raw materials. On the other hand, Customs Valuation and Internal Audit Commissionerate conducts annual comprehensive audit of the overall activities of the factories. Exporters, particularly members of the Bangladesh Garment Manufacturers and Exporters Association, Bangladesh Knitwear Manufacturers and Exporters Association and other export-oriented sectors have been demanding for long to provide them with exemption from double audit done by two separate commissionerates of the revenue board.

Seeking introduction of single audit system, BGMEA and BKMEA claimed that double audit created several problems including preparation of extra documents for second audit which was a gigantic task as it required huge paper work, and involvement of manpower and valuable time, for them. In many cases, exporters have to face harassment by tax officials in the name of audit. In this situation, the NBR has provided them with exemption from double auditing to make export activities smoother and reduce hassle of businesses, officials said. The revenue board has also formed a committee comprising officials from Customs Bond Commissionerate and Customs Valuation and Internal Audit Commissionerate to avoid duplication in audit, they said.

The committee will provide report to the revenue board every month in this regard, they said. From now on, Customs Valuation and Internal Audit Commissionerate will not conduct audit of bonded warehouses. NBR member (customs, bond) Khandaker Aminur Rahman at a meeting with the leaders of apparel sector last Sunday said that the revenue board instructed the officials concerned to exclude those portions from auditing which have been audited by bond commissionerate so that double auditing could be avoided. 'Such move will ensure more transparency in audit activities which will also remove hassle for apparel sector,' he said. BGMEA officials, however, claimed that they were still getting notices from Customs Valuation and Internal Audit Commissionerate for providing documents for audit purpose.

number 28 then number 22.

These projections assume, however, that emerging markets will follow broadly growth-friendly policies, said the report. "In practice, not all may do so and therefore, not all of these economies will fulfill the potential indicated by the PwC growth projections, although some could also exceed the projections if they can accelerate their investment rates and institutional reforms."



Exporters against E-export process without real-time data

Exporters recently demanded that the National Board of Revenue (NBR) should not run an electronic export mechanism commonly known as e-EXP without ensuring real-time update of export-related data in the online system of customs and the Bangladesh Bank.

Exporters are facing problems in customs houses in making shipment of goods on time in absence of real-time update of export data in the e-EXP system, they said.

At a meeting with the revenue board held on the day, they also said that the NBR should continue the manual processing of export documents until real-time update facility was introduced.

Officials of the revenue board also said that they were facing trouble in launching the mechanism in full-swing mainly due to this problem and in absence of awareness among the traders.

The e-EXP was supposed to be launched in full swing from February 18 as the revenue board and the Bangladesh Bank completed a test-run.

Under the system, authorized dealer of banks will upload the export documents on the Bangladesh Bank's foreign exchange transaction monitoring dashboard. The central bank will forward those to the ASYCUDA World System of the customs after verifying the authenticity of these documents. Customs officials will process bill of export in line with the online data and release the goods for export.

At the meeting, Bangladesh Garment Manufacturers and Exporters Association President Md. Atiqul Islam said that export activities were being hampered as they could not complete formalities for export in absence of

More low-cost fund sought from Alliance for small RMG factories

Garment factory owners on Monday sought more low-cost financing from the North American retailers' group for the remediation work of the small and medium factories.

In a meeting with high officials of Alliance for Bangladesh Worker Safety and Bangladesh Garment Manufacturers and Exporters Association (BGMEA) Vice-President Md. Shahidullah Azim said a good member of factory owners had been suffering from fund crisis and the remediation work in their units were being progressed slowly.

'I will request the Alliance to arrange more fund as the remediation work is very costly and small and medium factories could not bear the cost,' he said.

Recently, the Alliance has sent the list to the BGMEA saying that implementation of Corrective Action Plan in the factories are going in a slow pace due to lack of DEA report.

The BGMEA informed the meeting that a total of 67 factories had completed the DEA and rest of the factories were in the process.

Alliance Managing Director M Rabin said the Alliance was going to launch a new credit facility for the factory owners and the program might be launched by end of April. Rabin said that the amount of the fund might be around \$37 million.

real-time update facility of export data in the customs ASYCUDA World System.

Amendment of export data is also not being reflected in the system which also caused delay in export, he said. In many cases, their shipment of export goods delays due to the problem, he said.

Arranging awareness and training programs for business officials are also needed so that they can adopt the new system easily, he added.

Customs officials said that they did not get the e-EXP data at their system as the central bank could not ensure real-time upload of the data to the customs system.

Bangladesh Bank Joint Director Anisur Rahman informed the meeting that the central bank had already invited tender to install the system to provide real-time update facility. He said that the BB would be able to complete the upgrade process shortly.

Currently, the central bank is uploading the e-EXP data thrice a day to minimize the complexities, he said.

At the meeting, the revenue board formed a committee headed by NBR member (customs policy) to frame a time-bound action plan to introduce the e-EXP system within shortest possible time through solving the problems.

NBR chief Nojibur Rahman said that the committee consisting of representatives from the revenue board, BGMEA, BKMEA and Bangladesh Bank would provide its action plan within a week.

BGMEA Vice-President Md. Shahidullah Azim and NBR member Khondaker Aminur Rahman, among others, attended the meeting.



Most and Least Resilient Countries in Supply Chain

Businesses are more dependent on their supply chains than ever, with supply chain disruption one of the leading causes of business instability. To thrive, companies need to be resilient, and part of that is their location and the location of suppliers. According to FM Global's 2015 FM Global Resilience Index, Norway tops the list of resilient countries, with Switzerland in second place.

The study's purpose is to help companies evaluate and manage their supply chain risk by ranking 130 countries and regions in terms of their business resilience to supply chain disruption. Data is based on: economic strength, risk quality (mostly related to natural hazard exposure and risk management) and supply chain factors (including

corruption, infrastructure and local supplier quality).

According to the study:

1. Norway retains its top position in the index from last year, with strong results for economic productivity, control of corruption, political risk and resilience to an oil shock. The country's management of fire risk offers opportunity to improve still further.

2. Despite its massive oil reserves, Venezuela ranks 130, placing it at the bottom of the index, and reflecting the many challenges South America faces, ranging from economic and political to geological, with its west coast on the Pacific 'Ring of Fire'.

3. Taiwan has jumped the most in the index – 52 places in the annual ranking to 37; more than any other

country. Its rise is due mainly to a substantial improvement in the country's commitment to risk management, as it relates both to natural hazard risk and fire risk. Given the country's location at the western edge of the Philippine Sea plate, this is a welcome development. 4. Ukraine, ranked 107, and Kazakhstan, ranked 102, dropped more places this year than any other country; a fall of 31 places each. Unsurprisingly, for Ukraine, the worsening political risk, combined with poorer infrastructure, was to blame. The fall for Kazakhstan this year reflects a poorer commitment to natural hazard risk management in the region.

5. In the European Union (EU), Greece fell from position 54 to 65. The recent victory of the anti-austerity Syriza party almost certainly will usher in a period of greater friction and turbulence with its EU partners.

6. France, ranked 19, trails Germany at 6, the leading EU nation. France has slid down the index in recent years reflecting a rising risk of terrorism – evidenced tragically in Paris – and deteriorating perceptions of both infrastructure and local suppliers. Also exposed to terrorism risk is the United Kingdom, which nevertheless held steady at 20 for the third year running, aided by its relative resistance to oil shocks.

New to the top 10 this year are Qatar, ranked 7, and Finland, ranked 9. Qatar benefits from its macroeconomic stability, efficient goods and labor markets and high degree of security. The country owes its rise of 8 places to a considerable improvement in commitment to fire risk management in the region. Finland's strengths derive from its innovative capabilities, a product of high public and private investment in research and development, strong links between academia and private sector companies, and an excellent record in education and training, according to the study.

In 10th place is U.S. Region 3, the central region of the United States. While this part of the country is subject to a variety of natural hazards, there is less exposure than states on the east or west coasts of the country. Belgium, ranked 11, and Australia, ranked 14, dropped out of the top 10—barely—and both countries retain high positions in the 2015 index.

BANGLADESH'S RMG EXPORTS TO WORLD, FY 2013-14 & 2014-15

Value in Million US\$

Month	ALL COUNTRIES								
	Woven		Growth Rate	Knit		Growth Rate	Total (Woven+Knit)		Growth Rate
	Year			Year					
	2013/14	2014/15		2013/14	2014/15		2013/14	2014/15	
July	1262.38	1210.08	-4.14	1253.76	1307.90	4.32	2516.14	2517.98	0.07
August	796.05	815.34	2.42	848.15	898.44	5.93	1644.20	1713.78	4.23
September	985.26	937.29	-4.87	1058.29	1064.12	0.55	2043.55	2001.41	-2.06
October	820.49	731.53	-10.84	862.01	787.96	-8.59	1682.50	1519.49	-9.69
November	889.35	999.23	12.36	877.61	939.36	7.04	1766.96	1938.59	9.71
December	1229.98	1269.23	3.19	1048.87	1063.8	1.42	2278.85	2333.03	2.38
January	1195.20	1303.77	9.08	1045.83	1116.10	6.72	2241.03	2419.87	7.98
February	1049.64	1146.72	9.25	915.76	960.62	4.90	1965.40	2107.34	7.22
March	993.37	1144.21	15.18	920.69	930.58	1.07	1914.06	2074.79	8.40
April									
May									
June									
Total:	9221.72	9557.40	3.64	8830.97	9068.88	2.69	18052.69	18626.28	3.18

Source: EPB, compiled by RDTI Cell of BGMEA.

BANGLADESH'S RMG EXPORTS TO WORLD, FY 2012-13 & 2013-14

Value in Million US\$

Month	ALL COUNTRIES								
	Woven		Growt h Rate	Knit		Growt h Rate	Total (Woven+Knit)		Growth Rate
	Year			Year					
	2012/13	2013/14		2012/13	2013/14		2012/13	2013/14	
July	993.84	1262.38	27.02	1001.07	1253.76	25.24	1994.91	2516.14	26.13
August	765.85	796.05	3.94	792.53	848.15	7.02	1558.38	1644.20	5.51
September	697.17	985.26	41.32	746.23	1058.29	41.82	1443.40	2043.55	41.58
October	761.48	820.49	7.75	873.16	862.01	-1.28	1634.64	1682.50	2.93
November	710.04	889.35	25.25	653.96	877.61	34.20	1364.00	1766.96	29.54
December	1042.68	1229.98	17.96	908.94	1048.87	15.39	1951.62	2278.85	16.77
January	1147.64	1195.20	4.14	944.96	1045.83	10.67	2092.60	2241.03	7.09
February	979.71	1049.64	7.14	811.24	915.76	12.88	1790.95	1965.40	9.74
March	991.77	993.37	0.16	854.68	920.69	7.72	1846.45	1914.06	3.66
April	835.17	944.95	13.14	795.11	972.38	22.30	1630.28	1917.33	17.61
May	997.72	1092.26	9.48	1008.37	1115.72	10.65	2006.09	2207.98	10.06
June	1116.78	1183.14	5.94	1085.63	1130.74	4.16	2202.41	2313.88	5.06
Total:	11039.85	12442.07	12.70	10475.88	12049.81	15.02	21515.73	24491.88	13.83

Source: EPB, compiled by RDTI Cell of BGMEA.

New Market: **INDIA**

By RDTI Cell of BGMEA



Preface

- India is one of the world's most politically-active democracies and the tenth largest economy. It is the third largest Asian economy after China and Japan.
- India is becoming one of the important players in the world market. Characterized by an abundant supply of natural resources and large and well-developed financial, legal, communications, energy, and transport sectors and a rapidly expanding middle class, India's economy almost outweighs that of all other African countries.
- India has a stock exchange that is the 12th largest in the world. It is an emerging market. The country's modern infrastructure supports a relatively efficient distribution of goods to major urban centers throughout the region.
- India is one of the five emerging (BRICS) economies in the world. India continues to pursue industrial and agricultural growth and development of its interior. It is expanding its presence in world markets.
- India's daily necessity is growing high as a nation resulting in a growth of import every year. India has a \$500 mln apparel market. Bangladesh's share in the Indian Apparel Import is 22.72% in 2014.
- Apparel export growth from Bangladesh to India was 31.12% in 2014 compared to 2013. In 2010, Apparel export to India was \$ 16.06 mln which is \$ 113.61 mln in FY 2014. India is becoming one of the new emerging markets for Bangladesh.

Demographic and Economic Overview: India

Territory	: 3,287,263 sq km
Population	: 1,236,344,631 (July 2014 est.)
Population growth (annual %)	: 1.25% (2014 est.)
Currency exchange rate	: 1 Indian rupee = US Dollar 0.02 = Euro 0.1
Major Ports	: Chennai, Jawaharal Nehru Port, Kandla, Kolkata (Calcutta), Mumbai (Bombay), Sikka, Vishakhapatnam

Source: CIA, World Fact Book

Major Economic Indicators:

GDP (current US\$)	: 1876.80 billion (2013)
GDP growth (Annual)	: 5%
GDP per capita (current US\$)	: 1,499
Inflation (Annual %)	: 10.9

Source: World Bank

Bilateral trade between Bangladesh and India:

Bangladesh's Export to India in 2013 – 14	: US \$ 456.63 Million
Bangladesh's Import from India in 2013 – 14	: US \$ 6035.50 Million
Bangladesh's Trade Deficit with India in 2013 – 14	: US \$ - 5578.87 Million

Source: EPB & Bangladesh Bank; Value in million US \$

Import Scenario of India's Clothing Industry

India's Clothing Import from the World:

Table 1

India's clothing import from world						
Product code	Product label	Value in US\$ million				
		2010	2011	2012	2013	2014
61	Knit	74.62	119.37	115.45	158.70	203.13
62	Woven	101.36	166.45	197.05	258.00	296.90
Total (61+62)		175.98	285.82	312.50	416.70	500.03
Growth		56.00%	62.42%	9.33%	33.34%	20.00%

Source: ITC

Table 2

Product code	Product label	India's clothing import from Bangladesh				
		Value in US\$ million				
		2010	2011	2012	2013	2014
61	Knit	4.75	15.33	10.84	15.11	27.88
62	Woven	11.32	26.51	42.80	71.54	85.73
Total (61+62)		16.06	41.83	53.65	86.65	113.61
Growth		148.55	160.41	28.24	61.52	31.12
% of India's total apparel import		9.13	14.64	17.17	20.79	22.72

Source: ITC

India's Clothing Import from Bangladesh:

From the table, it can be seen that import of apparel products from Bangladesh by India radically increased from 2010. It was USD 16.06 million in 2010 and it reached USD 113.61 million in 2014. In 2012 and 2013, the import increased by 28.24% and 61.52% respectively. In 2014, the import increased by 31.12% and it was 22.72% of India's total apparel import from the world. Bangladesh's share in India's apparel import grew significantly as it was only 148.55% in 2010.

Table 3

India's clothing import in 2013 Q4 & 2014 Q4 from the world				
Product code	Product label	2013-Q4	2014-Q4	2014-Q4 Change %
61	Knit	47.10	60.23	27.88
62	Woven	64.44	75.23	16.74
Total (61+62)		111.54	135.46	21.44

Source: ITC

Table 4

India's clothing import in 2013 Q4 & 2014 Q4 from Bangladesh				
Product code	Product label	Value in US\$ million		
		2013-Q4	2014-Q4	2014-Q4 Change %
61	Knit	4.39	5.42	23.51%
62	Woven	18.60	18.00	-3.19%
Total (61+62)		22.98	23.42	1.90%

Source: ITC

It can be observed that in 2014, India's apparel import from Bangladesh apparel increased. In quarter two (Q4) of 2014 knit import from Bangladesh grew by 23.51%. However, for woven, it decreased by -3.19%. The overall apparel import of India from Bangladesh grew by 1.90% in the Q4 of 2014.

Apparel Sourcing Trend

Top 10 Knitwear and Woven Garment Exporting Countries to India in 2014:

From the following table, it is seen that in Knitwear, Bangladesh is the 2nd largest exporting country to India. In 2014, Bangladesh exported \$ 27.88 mln worth of knitwear and the market share is 13.72%. China is the top supplier with market share of 46.10% followed by Spain (6.88%), Hong Kong (4.81%) and Sri Lanka (4.77%). We need to increase our share for these items by our increased presence in the market.

Bangladesh is the largest exporting country to India for woven product with a market share of 28.88%. China is the second largest woven exporting country with 26.96% market share.

Table-5

Knitwear (61)				Woven (62)			
Imported value in US\$ million			Market Share %	Imported value in US\$ million			Market Share %
Rank	Exporters	2014	2014	Rank	Exporters	2014	2014
	World	203.13			World	296.90	
1	China	93.63	46.10%	1	Bangladesh	85.73	28.88%
2	Bangladesh	27.88	13.72%	2	China	80.04	26.96%
3	Spain	13.98	6.88%	3	Spain	31.82	10.72%
4	Hong Kong	9.76	4.81%	4	Italy	21.42	7.22%
5	Sri Lanka	9.69	4.77%	5	Sri Lanka	15.83	5.33%
6	UK	6.80	3.35%	6	UK	8.58	2.89%
7	Italy	6.34	3.12%	7	Turkey	6.37	2.14%
8	Turkey	4.73	2.33%	8	USA	5.28	1.78%
9	Thailand	4.46	2.20%	9	Nepal	4.38	1.48%
10	Viet Nam	4.12	2.03%	10	Hong Kong	3.94	1.33%

Product analysis

Knitwear

From the table 6, it can be seen that among the top 10 Bangladeshi knitwear items exported to India in 2014 were T-shirts, Singlets and other vests which is worth US\$ 13.47 million. Other top knitwear items exported to India in 2014 were were Jerseys, Pullovers, Cardigans which is worth US\$ 6.89 million.

Table 6: Bangladesh's Top 10 Knitwear Items Exported to India

Product Code	Product Label	India imports from Bangladesh		
		Value in US\$ million		
		2012	2013	2014
6109	T-shirts, singlets and other vests, knitted or crocheted	3.70	4.90	13.47
6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	1.91	1.53	6.89
6105	Men's shirts, knitted or crocheted	1.25	1.48	1.49
6103	Men's suits,jackets,trousers etc&shorts, knit/croch	0.71	1.45	1.23
6111	Babies' garments, knitted or crocheted	0.86	2.28	1.00
6108	Women's slips,panties,pyjamas, bathrobes etc, knitted/crocheted	0.19	0.96	0.86
6116	Gloves, mittens and mitts, knitted or crocheted	1.12	0.86	0.62
6104	Women's suits,dresses,skirt etc&short, knit/croch	0.42	0.48	0.55
6106	Women's blouses & shirts, knitted or crocheted	0.40	0.07	0.50
6115	Panty hose, tights, stockings & other hosiery, knitted or crocheted	0.16	0.50	0.50

Source: ITC

Table 7: India's Top 10 Knitwear Items Imported from the World

Product Code	Product Label	India imports from World		
		Value in US\$ million		
		2012	2013	2014
6109	T-shirts, singlets and other vests, knitted or crocheted	26.90	31.62	43.17
6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	17.01	20.42	28.99
6115	Panty hose, tights, stockings & other hosiery, knitted or crocheted	12.06	21.78	25.36
6104	Women's suits,dresses,skirt etc&short, knit/croch	8.85	16.02	20.79
6105	Men's shirts, knitted or crocheted	7.90	10.35	11.24
6106	Women's blouses & shirts, knitted or crocheted	7.47	9.56	10.58
6103	Men's suits,jackets,trousers etc&shorts, knit/croch	3.80	7.69	10.31
6111	Babies' garments, knitted or crocheted	6.94	11.07	10.17
6116	Gloves, mittens and mitts, knitted or crocheted	11.62	8.37	9.87
6108	Women's slips,panties,pyjamas, bathrobes etc, knitted/crocheted	4.12	6.55	7.45

Source: ITC

Woven:

From the table 8, it is seen that among the top 10 Bangladeshi woven items exported to India in 2014 were Men's Suits, Jackets, Trousers etc which is worth US\$ 52.40 million. The other top woven item exported to India in 2014 was Men's Shirts which is worth US\$ 19.20 million.

Table 8: Bangladesh's Top 10 Woven Items Exported to India

Product Code	Product Label	India imports from Bangladesh		
		Value in US\$ million		
		2012	2013	2014
6203	Men's suits, jackets, trousers etc & shorts	17.83	37.06	52.40
6205	Men's shirts	19.96	26.56	19.20
6204	Women's suits, jackets,dresses skirts etc&shorts	1.53	2.59	7.71
6212	Brassieres,girdles,corsets,braces,suspenders etc&parts	0.71	1.22	1.23
6207	Men's singlets, briefs, pyjamas, bathrobes etc	1.46	0.92	1.07
6206	Women's blouses & shirts	0.16	0.16	0.99
6201	Men's overcoats, capes, windjackets etc o/t those of hd 62.03	0.12	1.72	0.96
6202	Women's overcoats, capes, wind-jackets etc o/t those of hd 62.04	0.37	0.64	0.82
6209	Babies' garments and clothing accessories	0.21	0.33	0.57
6214	Shawls, scarves, mufflers, mantillas, etc	0.34	0.13	0.36

Source: ITC

Table 9: India's Top 10 Woven Items Imported from the World

Product Code	Product Label	India imports from World		
		Value in US\$ million		
		2012	2013	2014
6203	Men's suits, jackets, trousers etc & shorts	64.35	92.10	112.67
6204	Women's suits, jackets,dresses skirts etc&shorts	36.54	45.72	60.40
6205	Men's shirts	39.80	53.53	44.31
6206	Women's blouses & shirts	8.93	12.76	15.27
6212	Brassieres,girdles,corsets,braces,suspenders etc&parts	10.54	10.65	13.82
6201	Men's overcoats, capes, windjackets etc o/t those of hd 62.03	4.51	8.63	8.12
6209	Babies' garments and clothing accessories	3.89	4.56	7.13
6202	Women's overcoats,capes,wind-jackets etc o/t those of hd 62.04	3.26	4.80	6.29
6214	Shawls, scarves, mufflers, mantillas, etc	3.60	3.37	3.82
6207	Men's singlets, briefs, pyjamas, bathrobes etc	2.99	1.98	2.37

Source: ITC

Market segmentation:

From the following table, it can be seen that people aging from 25 to 50 are the highest population which is 45% of the total population. These people in the working age can be a good target customer for Bangladesh.

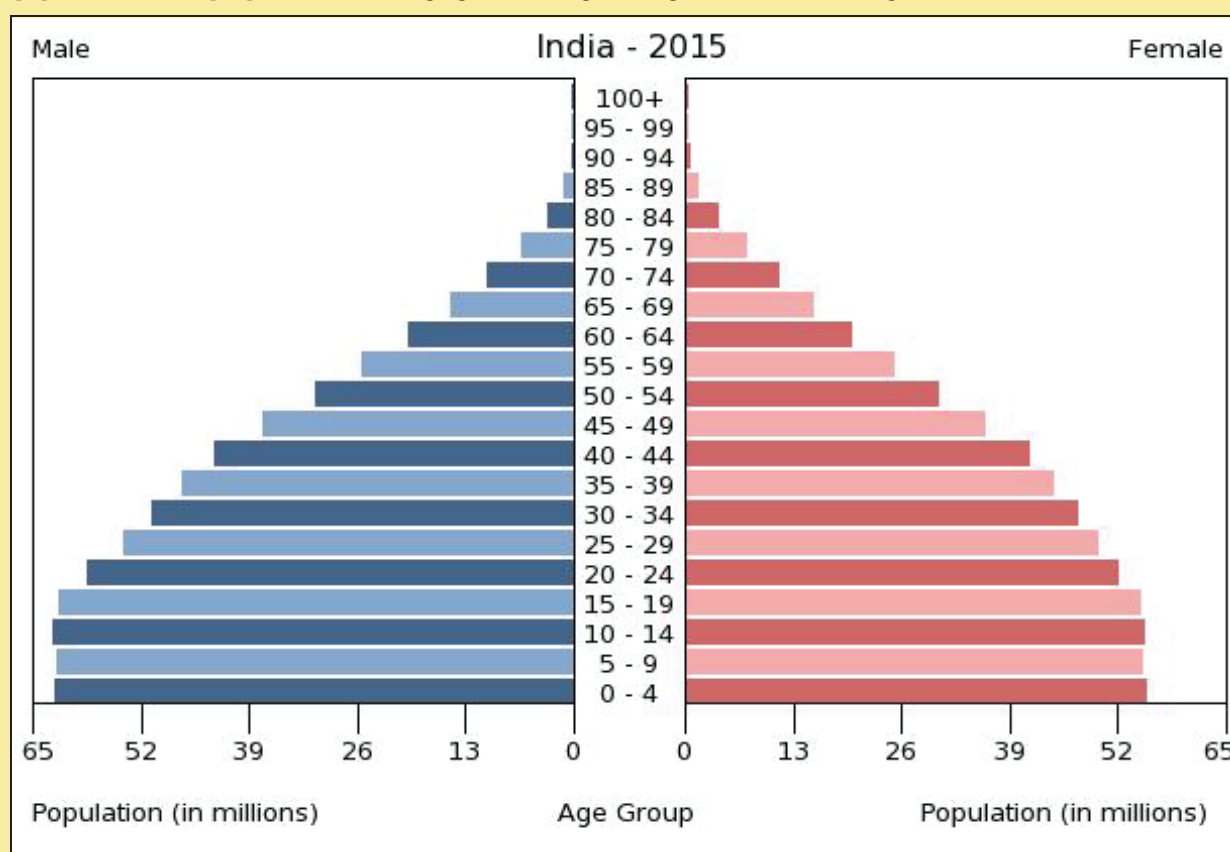


Table – 10: Mid-year population estimates by
population group, age and sex, 2015
Figure in Million

Age	Male	Female	Total	Percent Male	Percent Female
0-9	124.33	109.91	234.24	9.93%	8.78%
10-19	124.06	109.28	233.35	9.91%	8.73%
20-29	112.30	101.12	213.42	8.97%	8.08%
30-39	97.51	90.89	188.40	7.79%	7.26%
40-49	80.15	76.86	157.01	6.40%	6.14%
50-59	56.25	55.00	111.24	4.49%	4.39%
60-69	34.49	35.03	69.52	2.76%	2.80%
70+	20.58	23.93	44.51	1.64%	1.91%
Total	649.68	602.02	1,251.70	51.90%	48.10%

Important Contact Address:

Bangladesh High Commission to India

EP-39, Dr. S. RadhaKrishnan Marg Chanakyapuri
New Delhi-110 021, India
Phone: 24121389-94
Fax: (91-11)26878953
Website: www.bdhcdelhi.org
E-mail: email@bdhcdelhi.org

High Commission of India to Bangladesh

House No. 2, Road No.142, Gulshan-1, Dhaka
Working hours: 0900 to 1730 hrs
(Sunday to Thursday)
Phone: 00880-2-9889339,
E-Phone : 00880-2-9888789-91
Fax: 00880-2-9893050

Market access requirements:

India and Bangladesh have long shared common objectives for closer economic integration within the South Asia region through enhanced trade. While exploring the avenue to enhance bilateral trade between India and Bangladesh and closing the trade gap, the textile and garment industry emerges as a prominent sector. The US\$ 40 billion plus Indian apparel market is a highly potential market for Bangladesh because of our geographical closeness and cultural adjacency. Realizing the fact and the widening trade gap, the Government of India extended a duty free quota of 8 million pieces (TRQ) of sensitive garment items since 2008, which was further enhanced by 2 million pieces in April 2011. As the quota amount remained very insignificant in contrast to the capacity of our industry and the growing demand in the Indian market, the Government of India granted duty free quota free access under SAFTA to 46 items of which 45 items are of RMG. Now Bangladesh enjoys duty-free access for almost all RMG items in India. However, Bangladesh still faces some obstacles in the form of countervailing and non-tariff barriers in exporting goods to India.

Fair Calendar:

SL	Fair Name	Venue & Address	Date	Organizers Contact Details
1	Fashion Jalsa	<u>Vivanta by Taj President</u> 90, GD Somani Road, Cuffe Parade, Mumbai, Maharashtra 400005 Mumbai, India	17-18 April 2015	<u>Introduction Trade Shows Pvt. Ltd</u> 116, Morya Estate, New Link Road, Andheri West Mumbai, India
2	The Superlative Show	<u>Hotel Park Plaza</u> NEAR BAI BALA CHOWK Ludhiana, India	18-19 April 2015	<u>Life Events</u> No. 5/A, Aggar Nagar Ludhiana Ludhiana, India
3	Indian Fashion Exhibition-Kolkata	<u>Kolkata Ice Skating Rink</u> 78, Syed Amir Ali Avenue, Calcutta, India 700019 Kolkata, India	19-21 May 2015	<u>Karnival Fiesta</u> 43, Purno Mitra Place, Swiss Park, Kolkata, India
4	Intec Coimbatore Industrial trade fair <u>intec@codissia.com</u>	<u>Codissia Trade Fair</u> <u>Complex</u> Avinashi Road 641 014 Coimbatore, Tamil Nadu, India	05-09 June 2015	Codissia G.D.Naidu Towers Huzur Road 641018 Coimbatore, India Tel: +91 (0)422 2221582 Fax: +91 (0)422 2222131 <u>info@codissia.com</u>
5	India Packaging Show New Delhi Trade fair for the packaging industry <u>info@packplus.in</u>	<u>Pragati Maidan Exhibition</u> <u>Center</u> Mathura Road 110002 New Delhi, Delhi, India	10-13 June 2015	Print-Packaging.com Pvt. Ltd. F 101, Tower No. 7, First Floor 400705 Mumbai, India Tel: +91 (0)22 27812093 Fax: +91 (0)22 27812578 <u>saleem@print-packaging.com</u>
6	India Converting Show New Delhi Trade Fair for the labeling and packaging industry <u>ics@indiaconvertingshow.co</u> <u>m</u>	<u>Pragati Maidan Exhibition</u> <u>Center</u> Mathura Road 110002 New Delhi, Delhi, India	10-13 June 2015	Print-Packaging.com Pvt. Ltd. F 101, Tower No. 7, First Floor 400705 Mumbai, India Tel: +91 (0)22 27812093 Fax: +91 (0)22 27812578 <u>saleem@print-packaging.com</u>
7	India Manufacturing Summit 2015	<u>JW Marriott Hotel</u> Juhu Tara Road Mumbai, India	18 Jun 2015	<u>Exito Group</u> #677, 2nd Floor, 13th Cross, 27th Main, Sector 1, HSR Layout Bangalore, India
8	FSS Summit Asia Bangalore International Exhibition and Conference on Fire, Safety and Security <u>info@fsssummit.com</u>	<u>White Orchid Convention</u> <u>Centre</u> #9, Adjacent to Manyata Embassy Business Park 560045 Bangalore, Karnat aka, India	16-18 July 2015	Nu Media Ass. 235/3, 4th Cross S P Extn., Bansawadi 560033 Bangalore, India <u>info@fsssummit.com</u>
9	Secutech India New Delhi International trade fair for security, fire and safety <u>stid@secutech.com</u>	<u>Pragati Maidan Exhibition</u> <u>Center</u> Mathura Road 110002 New Delhi, Delhi, India	06-08 August 2015	Messe Frankfurt GmbH Ludwig-Erhard-Anlage 1 60327 Frankfurt, Germany Tel: +49 (0)69 75750 Fax: +49 (0)69 75756433 <u>info@messefrankfurt.com</u>
10	Aquatech India New Delhi Trade fair for water technology <u>aquatech@rai.nl</u>	<u>Pragati Maidan Exhibition</u> <u>Center</u> Mathura Road 110002 New Delhi, Delhi, India	11-13 August 2015	Mack Brooks Exhibitions Ltd. Romeland House, Romeland Hill AL3 4ET St Albans, Great Britain & Northern Ireland Tel: +44 (0)1727 814400 Fax: +44 (0)1727 814401 <u>info@mackbrooks.com</u>

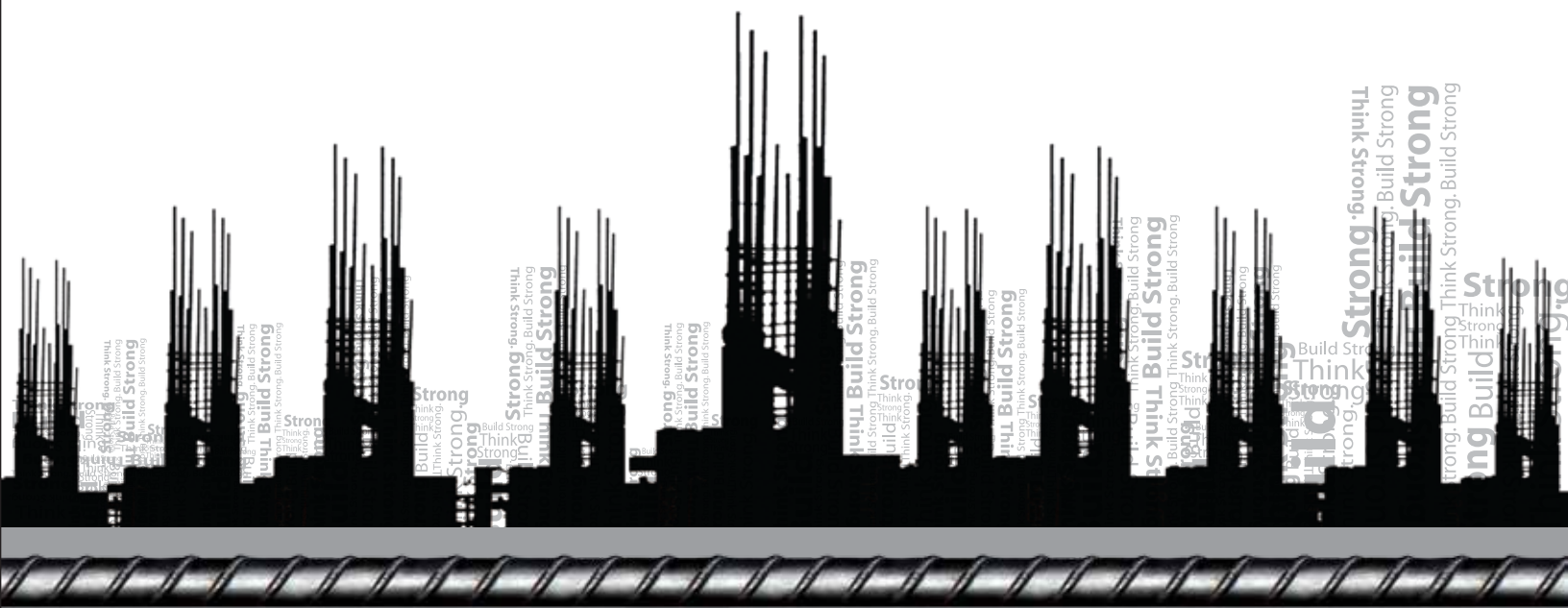
SL	Fair Name	Venue & Address	Date	Organizers Contact Details
11	Watertech India New Delhi Exhibition for waste, water and recycling technology marketing@exhiferencemedia.com	<u>Pragati Maidan Exhibition Center</u> Mathura Road 110002 New Delhi, Delhi, India	02-04 September 2015	Exhiference Media B-2 Basement, Kalyan Tower- Nr.Vastrapur Lake 380015 Ahmedabad, Afghanistan Tel: +91 (0)79 40039444 Fax: +91 (0)79 40039431 info@exhiferencemedia.com
12	IORS India Oil and Gas Review Summit & International Exhibition Mumbai International Oil and Gas Conference and Exhibition in India iors@oilasia.com	<u>Hotel Sahara Star</u> Nehru Road, Opp Domestic Airport 400099 Mumbai, Maharashtra, India	09- 10 September 2015	Oil Asia Publications Pvt. Ltd. 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri (West) 400053 Mumbai, India Tel: +(91-022) 66814900 Fax: +(91-022) 26367676 info@oilasia.com
13	Techtextil India Mumbai Trade fair for technical textiles and nonwovens info@india.messefrankfurt.com	<u>Bombay Convention & Exhibition Centre BCEC</u> Western Express Highway 400063 Mumbai, Maharashtra, India	24-26 September 2015	Messe Frankfurt Trade Fairs India Pvt. Ltd. 215 Atrium, 2nd Floor, B-Wing Andheri Kurla Road, Andheri 400093 Mumbai, India Tel: +91 (0)22 61445900 Fax: +91 (0)22 61445999 anand.nair@india.messefrankfurt.com
14	Fire India New Delhi International exhibition and conference for fire and civil protection info@servintonline.com	<u>Pragati Maidan Exhibition Center</u> Mathura Road 110002 New Delhi, Delhi, India	05-07 October 2015	Services International D-4, A block, LSC, Naraina Vihar, Ring Road 110028 New Delhi, India Tel: +91 (0)11 45055500 Fax: +91 (0)11 45055566 info@servintonline.com
15	National Garment Fair	<u>Bombay Convention & Exhibition Centre (BCEC)</u> NSE Ground Off Western Express Highway Goregaon East Mumbai, India	17-19 Jul 2017	<u>The Clothing Manufacturers Association of India</u> 902 , Mahalaxmi Chambers, 22, Bhulabhai Desai Road Mumbai, India

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It is found that around 70% of fire incidents are caused by electrical faults. Reduce the risk of fire accidents by using standard electrical equipment and regular maintenance by competent electrical engineer.



It is seen that around 75% of fire victims die in stampede. Arrange regular fire drill, remove panic and save valuable lives from accidents.



Records show around 40% of fire incidents can be tackled by well-trained workers of factories. Minimize risk of fire hazard by imparting fire safety training to at least 25% of workers of a factory.

Please today once again check the fire safety system of your factory.



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সাবধান থাকুন, আগুন থেকে বাঁচুন



সাধারণত কারখানায় ৭০% অগ্নি দূর্ঘটনা সংঘটিত হয় বৈদ্যুতিক ত্রুটির কারণে। কারখানায় সঠিক মানের বৈদ্যুতিক তার ও অন্যান্য সরঞ্জাম ব্যবহার করে এবং দক্ষ ইলেকট্রিক্যাল ইঞ্জিনিয়ার দিয়ে রক্ষণাবেক্ষণের মাধ্যমে অগ্নি দূর্ঘটনা প্রতিরোধ করুন।



দেখা গেছে যে, অগ্নি দূর্ঘটনায় প্রায় ৭৫% মানুষ আতঙ্কিত হয়ে তাড়াহুড়ো করে নামতে গিয়ে নিহত হয়। কারখানায় নিয়মিত অগ্নি নির্বাপন মহড়া আয়োজনের মাধ্যমে সচেতনতা বৃদ্ধি করে দূর্ঘটনা থেকে মূল্যবান জীবন রক্ষা করুন।



ফায়ার সার্ভিসের তথ্যমতে ৪০% আগুন ফায়ার সার্ভিস ঘটনাস্থলে পৌঁছার পূর্বেই কারখানার প্রশিক্ষিত শ্রমিক/কর্মচারীগণ নিভিয়ে ফেলেছে। কারখানার কমপক্ষে ২৫% শ্রমিক/কর্মচারীকে অগ্নি নিরাপত্তা বিষয়ক প্রশিক্ষণ দিয়ে অগ্নিঝুঁকি কমান।

আপনার কারখানায় অগ্নিনিরাপত্তা ব্যবস্থা যথাযথ আছে কিনা আজই
আরেকবার যাচাই করবেন কি?



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