



PKSF
Palli Karma-Sahayak Foundation



Final Report on 'Common Services activities, Technical & Environmental interventions requirement for Imitation Jewelry Sub-sector

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Executive Summary

This study was concentrated in three districts including Dhaka, Jashore, and Jhenaidah of Bangladesh where Imitation Jewelry has mostly clustered after the independence of the country. The sector was initiated in the period of Pakistan with a meager investment. The study was carried out with the view to achieving six objectives encompass different issues of the sub-sector (environmental & technical, revenue-generating activities, non-revenue generating physical activities, environmental issues, certification, ecolabeling, branding, value chain development, etc.) and to assess the potential interventions for the Imitation Jewelry subsector of Bangladesh. The study deployed several tools and techniques for the collection of data.

The total population of the study was around 4500 in three districts who are members of the beneficiaries of PKSf through its partner NGOs like SUS, SNF, etc., and engaged in entrepreneurship and working in the subsector of Imitation Jewelry. The total number of entrepreneur surveys was 357 (27 from Jashore, 178 from Jhenaidah, and 151 from Dhaka) The sample of the study was fixed by the stratified sampling techniques assuming the population is normally distributed. For this study, the research matrix was prepared according to the objectives. Questionnaires were prepared to collect information from the primary research (by field survey/ household survey). On the other hand, Key Informants Information (KII) from the different Design Experts, Experts from Environmental Sciences, Marketing and Branding Experts, Entrepreneurs, Key people from the certification authority. Some of the questions were common to the key experts with the specialized issues of entrepreneurship, environmental, certifications, ecolabeling premium marketing, and branding issue to the respective key informants. Focus group discussions (FGD) were conducted for the collection of collective information from the respondents about their product quality, types, their problems, design and dices issues, and their suggestions for the development of the sector.

The questionnaire for the field survey information about academic qualifications, knowledge about the environmental pollutions, existing environmental conditions, the importance of modern technology for the production of befitting jewelry, training for the better production, promotion of design, SWOT analysis of the sector, and required interventions to improve the overall condition of the sector was collected by the research team. After data collection, analysis was conducted by using the SPSS (IBM 22) software and outputs of the analysis in the

respective chapter where pie charts, bar diagrams, and cross-tabulations, correlations between different variables have been shown. In the Key Informant Interview (KIIs) the qualitative part of the study, five experts from each specialization like Fashion/Entrepreneurs, Environment /Climate Change, Branding /Marketing, and two key persons from the Department of Environment (DoE), have been interviewed. The questions of the KIIs were about the respective issues like design, entrepreneurship, environment pollution, certification and ecolabeling, branding of the products, and premium marketing, along with some common questions to all. Later, the answers sheets from the KIIs have summarized and the relative information has been added to each segment chapter-wise in the result section.

Four Focus Group Discussion (FGD) were conducted (One in Dhaka, Jhenaidah two, and one in Jashore from the collective information of the artisans, entrepreneurs, designers, and workers of the sector. Questions to the artisans have related to their challenges in works, their health conditions, shortage of capital, their associations, inspirations of the jewelry design, related training requirement, their suggestions for the development of the Imitation Jewelry sector, strengths, weaknesses, opportunities, and threats of the sectors. Responses of the entrepreneurs and other respondents have been summarized using statistical tools (different charts) in the result sections. Moreover, the results of the analysis have been added in the different chapters where that was necessary. In FGD, a total of 55.51 percent of the respondents mentioned that raw materials are going to be expensive day by day and fair price is uncertain because the price has a random fluctuation by the syndicate. 11.11 percent of them mentioned the lack of availability of raw materials when required. 16.20 percent of the entrepreneurs have the problem of the investment, 5.6 percent claimed for transportation problems. only 5.56 percent agreed that all the raw materials are as per their expectations which is alarming for a sector.

On the other hand, from the respondents, 24.00 percent from Lumbago, 20.00 percent from Dim-sighted, 20.00 percent from eye soaring, 20.00 percent from headache 12.00 percent from shoulder ache, and 4 percent are suffering from hand cramps. Only 20.00 of them are comparatively in good health which is another threat to its existence.

From the workers of the sector for environmental, health safety, and compliance issues, 42.11 percent have claimed that they are short of logistic supports like their seating arrangements. However, 31.58 percent revealed that they need safety glasses and gloves especially in the

fireworks and working with chemicals and acids and 15.79 percent of the workers mentioned the necessity of the working environment. However, 10.53 percent of the workers demanded they need adequate light for their work. For capital, most of the entrepreneurs are engaged with different NGOs like BRAC, SUS, Shishu Niloy Foundation, Asa, Grameen Bank (which breakdown have shown in the association section) for their financial support by loan.

22.22 percent of the respondents opined that development of the sector can be ensured by reducing the price of raw materials, 16.67 percent of them think they need training, another 16.67 percent of them think the arrangement of sufficient capital can develop the subsector, one more 16.67 percent think the local arrangement of raw materials can improve the present condition. However, 11.11 percent of each opined for automation and government involvement which 5.56 percent of them urged timely design of the Jewelry. Only 29.41 percent of the artisans are self-reliant 23.53 percent of them have achieved economic solvency, still, 17.65 percent are unemployed only 11.76 percent of each of them have developed their family economic solvent and started the business with low capital. Great regret is that in this sector only 5.88 percent of them find advantages while using their self-made products.

Process of certifications for the Department of Environment (DoE), Fire and Civil Defense, International Standard Organization (ISO), ecolabeling, premium marketing have been added based on the comprehensive information from Key Informants Interview (KII's) and review of different research papers, articles, and the written constitutions of the respective organizations. However, according to the experts from design, marketing and branding, environment and climate change, and entrepreneurs Imitation Jewelry of Bangladesh are not fit for ISO certification, ecolabeling, and to enter into the premium market presently as it has the minimum brand value even in the national and international markets due to different limitations.

In SWOT analysis, value chain development of the sector, numerical data from the field have been used with statistical analysis. Particularly, the Porter Value Chain development framework and analysis have been used to justify the present situation of the Value Chain in the Imitation Jewelry subsector of Bangladesh along with numerical data analysis to show the value chain development of the Jhenaidah cluster. To ensure the forward and backward linkage of Value chain development for adding value to the product and creation of jobs, design variation in

production, automation marketing promotion, comprehensive training for the skill development have been identified.

Finally, Entrepreneurship in case of development, present condition of Imitation Jewelry entrepreneurship has been illustrated with data analysis with related diagrams. Though most of the information has been taken from the Key Informants Interviews and Focus Group Discussion, some information from the Household survey. As the entrepreneurship of the sector had not been started formally, it has some deep-rooted problems which have created the limitation of the sector to expand within a short time. Formal education, design, and technical education for this sector, infrastructure developments are vital examples of these problems.

In some of the chapters, a summary of the study has been added for a better understanding of the findings. However, in 'Chapter Ten', recommendations for the required interventions for technical, environmental, physical, development, and other common services have been added based on the whole study.

The research findings and recommendations regarding interventions may be applied in the Imitation Jewelry sub-sector by PKSF and its other stakeholders for the sustainable development of the subsector.