

**Semi Annual Report
October 2003 - March 2004**

**JOBS Project
A USAID Funded Initiative
Implemented by
IRIS Center at the University of Maryland**

JOBS
CREATING OPPORTUNITIES FOR BANGLADESH

**Job Opportunities and Business Support Program
(JOBS)**

Cooperative Agreement Number 388-A-00-97-00013-00

Implementing Agency	United States Agency for International Development – Bangladesh
Coordinating GoB Agency	Ministry of Industries
Coordinating GoB Entities	Ministry of Planning Bureau of NGO Affairs Palli Karma-Sahayak Foundation Economic Relations Division
Implementing Partner	IRIS Center University Research Corporation International University of Maryland, USA

**Semi Annual Report
(October 2003 - March 2004)**

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Executive Summary

The Jobs Opportunities and Business Support Program (JOBS), implemented by the IRIS Center at the University of Maryland, currently in its seventh year of operation, has continued to expand markets, increase exports, and ensure the sustainability of Bangladesh's small and medium sized businesses. In the past six months, the JOBS team has continued its activities to develop the 14 plus sectors identified in its business plan, while giving added focus to the development of personal protective equipment, home textiles, handmade paper, light electrical and specialized crafts. Concurrently, JOBS has been putting added emphasis on the development of the ICT sector through its support of the ICT private sector and ICT-related human resource development and education, among other areas of ICT.

In conjunction with the development of its implementation base, JOBS has successfully leveraged its project funds and expanded its scope of work by partnering with projects such as GTZ (BDS development project), KATALYST (plastic sector development), and International Resource Group (IRG - alternate income generating activities through identification of diverse sectors). The following numbers illustrate JOBS' successes in the past six months, during which time JOBS:

- Generated sales growth of \$20.85 million, of which \$8.7 million was export sales. For every dollar invested in JOBS by USAID (\$700,000 for this year), the Program has generated \$30 in sales;
- Exceeded our sales target for the year, which was established at \$12.1 million;
- Generated 688 new jobs among the assisted enterprises;
- Developed ten new clusters and forward linked them to lead buyers and external markets; and
- Leveraged \$435,000 in cost sharing from partners, thus exceeding our committed target of \$190,000 for the year.

Other noteworthy activities over the past six months are:

MFA and Trade Fairs: To meet the challenge of the post Multi Fiber Agreement (MFA) regime, **export diversification is a critical need of the times and participation in international trade fairs is the key to the development of exports.** In the past months, JOBS has assisted the participation of Bangladeshi entrepreneurs in over four trade fairs (Home Textile - N.Y, DOMOTEX – Germany, Birmingham Gift Fair – U.K., and CeBIT, Germany) with impressive results, as highlighted in the export sales figures above; even more importantly, JOBS has embarked on a focused program to create increased awareness of the importance of trade fairs as a tool to meet the challenges of the post-MFA environment. To this end, **JOBS organized a “Meet the Press” event** on February 22, 2004 where trade fair participants spoke directly to the press about their experiences.

The interest among the press and audience resulted in more than ten press articles propounding the virtues of trade fairs.

Creating new markets: Lack of market information is seriously hindering the growth of small and medium enterprises in Bangladesh, as well as the country's ability to achieve its trade potential in international markets. JOBS has **undertaken an initiative to work collaboratively with the International Trade Center, UNCTAD/WTO, Switzerland**, on introducing web based tools – **TradeMap and ProductMap** - to support strategic market analysis for international business development. The first workshop was held in Dhaka from March 7 to 9, 2004 and further workshops to “train the trainers” are planned for the next two years. Users in Bangladesh will now join a number of countries, including Oman, Chile, Kenya, Kazakhstan, Brazil, Mongolia, the United Arab Emirates, Guatemala, and South Africa, in using these tools to help design trade strategies, develop export marketing plans, promote regional trade, diversify exports, target investments, and assess trade performance.

Leveraging of funds/activities: Early this year, JOBS committed itself to optimizing its activities and staff experience by collaborating with other projects operating in sector development and/or ICT for development initiatives. **The eventual goal was to find the resources to discover and develop new potential sectors.** Towards this end, JOBS has started working jointly with the multi-donor funded KATALYST project, GTZ's BDS project, and USAID's initiative for protected forest areas implemented by IRG. It is anticipated that **these initiatives will add five to ten new sectors such as plastics, agar, organic medicines, etc, to JOBS' and the donors' existing sector portfolios.** As mentioned above, such collaborative efforts have also generated substantial leveraging of funds through cost-sharing and/or program income.

ICT: This year, the ICT funding for the JOBS program was very limited – only \$24,000 for the year. However, this did not preempt JOBS from initiating various low cost, high impact initiatives. In the past six months, JOBS, in collaboration with the Export Promotion Bureau of the Ministry of Commerce and the Ministry of Science and ICT, **developed an ICT country profile for Bangladesh, assisted participation in the prestigious ICT fair (CeBIT), continued expanding the CCNA program, which currently has ten academies and 700 students, and organized a highly successful market linkage tour** of eight local IT entrepreneurs to Washington (done in collaboration with Jonathan Metzger, USAID/DC) from which four or five large contracts are anticipated. To achieve the list of impressive successes in this sector, JOBS also optimized its funds and locally hired a highly qualified IT expatriate expert from Germany.

Outreach: JOBS arguably has the best outreach program of any donor in Bangladesh. In the past six months, JOBS Communication and Public Relations (CPR) team continued to churn out impressive outcomes. CPR has issued five highly informative newsletters, including a **special RAJSHAHI edition for the America week** in Rajshahi. JOBS

participation and booth presentation at Rajshahi was exemplary as observed by the USAID Mission Director and participants, and JOBS was the only project which was highlighted twice – in a site visit by the American Deputy Chief of Mission and in a panel presentation. JOBS has also been called upon by the mission and international donor community to present its sites for visit and review **and has hosted Mr. Alonzo Fulgam (Director, South Asia for ANE Bureau, USAID/DC), Ms. Kate McKee (Director, Office of Micro Enterprise Development, USAID/DC), and Mr. Jim Tanburn** (convener of the world acclaimed BDS Seminar organized by ILO in Turin, Italy). JOBS has also been placed on the list of projects to be visited during this year's BDS Seminar. Last but not least, **JOBS is the first project of its kind which has developed an informative and detailed website (www.jobsproject.org)**.

To summarize, JOBS has continued to deliver ahead of its stated goals. It has

- **surpassed its activity targets in all areas;**
- **generated over \$20 million in sales growth in six months, surpassing its yearly target of \$12 million;**
- **engaged 688 new enterprises in increasingly productive activity;**
- **created over ten new clusters comprising 200 small businesses;**
- **continued to develop the CISCO program, which currently has approximately 700 students enrolled in ten academies;**
- **facilitated participation in four major trade fairs which have contributed towards over \$8 million in export sales;**
- **piloted numerous initiatives in the ICT arena, including a US market linkage program;**
- **generated substantial collaboration with various projects and organizations including KATALYST, BRAC, IRG, and GTZ;**
- **produced over \$400,000 in cost sharing/program income while expending less than \$400,000 in USAID funds; and,**
- **increasingly publicized the achievements of this successful USAID/BD project in various forums, visits, and media, including the newly established website.**

Moreover, it has achieved all of the above in an increasingly efficient manner, as a result of which JOBS has been able to conduct a million dollar program with half that amount. **The sector development program has stayed vibrant despite decreased funding, yet it is to be noted that, given the precarious stage of Bangladesh's development in light of the coming end of the MFA, a lot more could be done to develop alternative products and the ICT sector.**

1.0 Introduction

As the JOBS Project enters its seventh year under the current Cooperative Agreement, it continues to evolve into a “flagship” for economic and enterprise initiatives in Bangladesh covering a wide range of economic sectors. The Project’s components function as separate entities with their own objectives, yet with a synergistic relationship among them that has allowed the Project to develop a holistic approach that is proactively changing the way business is conducted in Bangladesh at all levels. Much of the last six months of FY 2003-2004 was spent analyzing lessons learned and responding with innovative initiatives for the development of the private sector and the enabling environment. Meanwhile, despite the intensity of these activities, the Project has continued to build on past successes, reaching new milestones during the period covered in this report.

The sector development program moved forward with enthusiastic efforts that promise to not only increase export sales and generate employment but also strengthen the underpinning of the economy to ensure the sustainability of the assisted sectors. The program continues to focus on developing and facilitating mechanisms and processes that will spur and support economic growth for entire sectors rather than just individuals. JOBS’ achievements went well beyond expectations during the year as the Project grew to become a dominant force in the development world. The credit for these extraordinary achievements truly goes to the JOBS staff.

In the past six months, JOBS helped form ten new clusters, comprising 200 small businesses. For the first time, JOBS facilitated the participation of four leading handmade paper producers from Bangladesh in the Birmingham Gift Fair, where they received export orders worth US\$ 800,000. The Project also launched programs with international partners such as the Center for Promotion of Export from Developing Countries(CBI) of the Netherlands in the Personal Protective Equipment sector, the International Trade Center (ITC) of Geneva in the area of market information, and with KATALYST in the plastics sector. Moreover, partnerships with the International Resource Group (IRG) in a USAID-funded forest development project, and with the Chittagong Chamber of Commerce in an effort to build the capacity of the Chamber are proceeding for private sector development. In the last six months, JOBS provided training to 400 workers in different small and medium enterprises. Almost 90% of the beneficiaries during this period were women.

JOBS also continues to advocate with the Government of Bangladesh, academia and stakeholders for policy and practical changes to establish a business enabling regulatory environment that will encourage and enhance the growth of the nation’s enterprises.

Beyond the regulatory environment, the last six months has seen significant work done within the ICT program and JOBS continues to lead ICT-based development in Bangladesh. Working in three broad areas, JOBS has undertaken wide-ranging ICT-related activities:

- e-Governance – Introducing tools such as websites and databases to facilitate membership services for organizations such as business chambers.
- e-Commerce – Offering assistance, guidance, and direct business contacts for private companies preparing to enter foreign markets, disseminating IT sector-specific information to inform and attract potential clients abroad, and launching an online market research service through a participatory workshop to enable a more methodical approach to market identification.
- e-Education – Coordinating a nationwide networking education program leading to internationally recognized professional certification.

Pursuant to the brief introduction above, the details of activities by each sector follow.

2.0 Sector Development Program

In the last six months, major emphasis was given to the handmade paper, personal protective equipment (PPE), home textile, specialized crafts, and light electrical sectors. JOBS focused its sector development assistance on the three areas most critical to business success: access to technology, access to financing, and access to market. Our recent assistance efforts in the identified sectors are described below.

2.1 PPE Sector

- **Preparing Manufacturers for European Markets:** JOBS provided technical assistance in coordination with CBI to nine garment manufacturers to achieve CE marking, a condition imposed on imports and a non-tariff barrier for EU markets. The firms are the Zedkay Corporation, Newage Garments, Saleha Garments, Tiffyns Wear Ltd, Medona Garments, Beautiful Jackets Ltd, Shangu Tex Ltd, AAA Fashions, and Sabit Sports Wear Ltd. These companies are expected to get CE marking by the end of this year and also to participate in the A+A PPE fair in Düsseldorf, Germany in 2005.
- **Participation in European Fairs:** JOBS and CBI assisted two Bangladeshi companies, Apex Leathercraft Ltd and Superior Footwear, to participate in the A+A Fair, the world's biggest PPE fair, with a product range that included CE-marked protective leather gloves and safety footwear. The participants received export orders worth approximately US\$ 60,000 in the fair, with high likelihood of follow-on orders.
- **Meeting International Demand:** To meet the demand of international markets and to fulfill the orders it has received thru the trade fairs, Apex is providing product development training to its workers. Apex received queries from three major buyers of Europe after its participation in the A+A fair, for which JOBS organized a two-month long product and skill development training for 70 workers with an Indian trainer.

2.2 Light Electrical Sector

- **Training Electricians:** Two training sessions on technical aspects and safety issues were held in Dhaka and Bogra for 40 electricians working with Energypac. The training was for high voltage electricians and they were trained on safety regulations, advanced techniques and use of modern equipments. After the training Energypac ran a placement campaign for the trainees with JOBS and all the trainees were recruited by construction firms like Navana, ADT, BTI and Energypac.
- **Providing Guidance:** Under JOBS auspices, an expert local engineer has prepared a general handbook to guide electricians in areas such as daily planning, installations, switch controls, safety, measuring, grounding, and electrical and

electronics tools. The handbook includes user-friendly pictograms. It is expected to be published in the next quarter.

- **Improving Products:** A training program was held at Jatrabari on the outskirts of Dhaka in association with VESDC, a local NGO, for 25 participants employed by five selected companies, with the objective of improving the quality of electrical switches and sockets produced in Bangladesh. The local expert who led the training developed a set of tools to measure the resistance of switches and sockets to improve quality control.

2.3 Leather Goods Sector

- **Targeted Training:** Early this year JOBS sponsored training for 50 semiskilled workers employed by Supreme Leather, including 32 women, on the design and production of purses, folders, passport holders, wallets, binders and other leather goods using different types of leather. The products are targeted to markets in Spain.

2.4 Home Textile Sector

- **Targeting European Markets:** In January 2004, JOBS, in association with Conexpo, a leading home textile producer, organized product design and development training on patchwork quilt production for 30 semiskilled workers, including 22 women. The training focused on cutting, stitching, design, and quality control for products targeted to the European market. It is expected that Conexpo will be able to generate substantial export business from these quilts.
- **Increasing Employment Through Expanded Markets:** As part of the marketing assistance provided to our textile sector clients, JOBS selected three organizations to participate the New York Home Textile Fair in March 2004. The participants were chosen based on demand for their products in US markets. The selected entrepreneurs run medium-size enterprises that work with other small producer groups and are capable of delivering large orders. Local demand for their products is insignificant, however, and as a result textile workers are chronically underemployed, and many are unemployed for part of the year. Participation in this fair was expected to improve employment prospects in this sector, while the exports generated are being currently tabulated.
- **Improving Products:** A month-long skill and product development training was provided for 50 semi-skilled workers, including 35 women, in association with BD Textiles. The Indian trainer focused on the design development and production techniques, including cutting, stitching, and quality control for products in demand by the growing international market.
- **Training workers:** In the last quarter of 2003, JOBS, in association with Shangu Textiles, provided advanced skill and product development training for 30 semi-skilled workers on the design and production of oven gloves, tea cozies, kitchen napkins, and other household linens. The training, led by an Indian textile expert,

emphasized cutting, stitching, and quality control techniques that would meet the demand of international markets.

2.5 Jute Products

- **Advanced Training:** Early this year JOBS, in association with Sristy International Ltd, a leading producer of jute products, held a month-long advanced technical training session on design and product development led by a trainer from the Netherlands for 40 semi-skilled workers, including 32 women. This training focused on design development and production of jute cushion covers for the European market. Sristy has received trial orders on US\$ 80,000 from the renowned English department store, Marks & Spencer.
- **International Fairs:** Karupannya and Bengal Braided Rugs Ltd., two leading Bangladeshi carpet producers, participated in DOMOTEX-2004 in Hanover, Germany again this year. Their participation in this important handmade carpet fair not only generated export sales of US \$250,000, but also established Bangladesh as an emerging floor covering producer.
- **Design and Product Development Training:** Prior to Domotex-2004, JOBS, in association with Karupannya, provided product and design development training with an Indian designer for 50 semi-skilled workers, 47 of them female. The trainees developed new rugs featuring designs and colors preferred by European markets.
- **Training Women Entrepreneurs:** A three-month skill and product development training session on diversified jute products was held in late 2003 and early 2004 in association with Triply Handicraft for 25 unskilled and semi-skilled women entrepreneurs in Jamalpur district. This training with a local expert has enabled these women to produce quality products for the local market.

2.6 Footwear Sector

- **Footwear Training:** JOBS provided a six-month advanced skill development training session for 30 women from Rangpur and 60 women from Nilphamary districts in late 2003 and early 2004. To ensure secure employment for these women, JOBS will monitor market linkages between these micro-entrepreneurs and lead buyers and wholesalers in Rangpur and Nilphamary.
- **Improving Designs:** JOBS and RMM International Ltd, one of Bangladesh's leading manufacturers of mesh sheets, mesh shoe uppers, ladies handbags, and belts, jointly organized a month-long design development training session for five in-house designers with an Italian designer in early 2004. The training emphasized pattern making, product knowledge, leather identification and cutting, component preparation, stitching, upper closing, and finishing.
- **Meeting Local Demand:** JOBS will organize specialized skill development training for about 35 workers in Bhola in association with MASS. Upon

completion of the training these workers are expected to produce better quality sandals and shoes for the local market.

2.7 Handmade Paper Sector

- **Sector Web Site:** A web site has been developed for the newly-formed Handmade Paper Association which includes product details, membership, company profiles, addresses, sector history, and competitive advantages. The web site will be launched after receiving feed back from the clients.
- **Birmingham Fair:** JOBS helped the handmade paper producer SEDS to participate in the Birmingham Fair in this year, where they received export orders worth US\$ 1.2 million. Prior to the fair, JOBS organized six months of basic training and three months of advanced skill development training for 18 semi-skilled workers in the Saturaia cluster on developing handmade paper products for the UK market.
- **New Product Development:** In January five supervisors from Sristy Handmade Paper Industry Ltd. participated in a 15-day-long design and product development training session led by a European trainer during which they developed new products, including notebooks, picture frames, and jewelry boxes.
- **New Product Development:** In March, JOBS organized a 15-day-long design development workshop on handmade paper products in association with the Design & Technology Centre, a project of GTZ. Six local designers from SEDS, ISSD, Shishu Pally Plus, Natural Handicrafts, BRAC, and Nandan were trained by a German designer to develop new products for the European market.

2.8 Others

- **Livestock:** A 15-day-long skill development workshop on livestock rearing was provided for 30 women entrepreneurs residing in the Brahmaputra river basin in Gaibandha district in association with GUK. The women are now able to identify cattle diseases and take preventive measures, including providing proper vaccinations. As a result, the mortality rate of their cattle has been reduced and they are able to manage their businesses more efficiently.
- **Color-Fast Materials:** Early this year a two-month long advanced skill and product development training session was provided for 25 employees of Benarashi Sharee in association with Sama Silk Industries. These weavers now produce color-fast quality products that have enabled them to increase their sale margin.

2.9 Market Linkage Component

- **Bee Keeping:** JOBS has formed a new beekeepers cluster to explore the honey market in Modhupur and provided appropriate training to 50 farmers. Ayurvedic Pharmacy in Dhaka carried out a series of lab tests and approved the honey produced by farmers who received the training. JOBS also approached consumer

goods manufacturing and marketing companies such as Square Consumer Products Ltd, Kohinoor Chemical Company Ltd, and Acme Laboratories Ltd. to promote the honey being produced. Square has offered a fair price for the honey and negotiations are on-going.

- **Handmade Paper:** A market linkage between SEDS, a handmade paper product enterprise, and Azad Products Ltd, a leading wedding and greeting card producer is being explored.
- **Coconut Shell Buttons:** A 45 day-long skill development training session to develop a line of coconut shell buttons was provided for a cluster of 30 female workers of Thanapara Swallows in Sharda, Rajshahi in early 2004. Market analysis shows a good prospect for this product in the local readymade garment industry and JOBS market linkage efforts are targeting prospective buyers.

2.10 Market Information Center

A new JOBS initiative that will encourage export growth by identifying local resources and developing appropriate new sectors is the market information center, which will provide market access support to JOBS' clients. The center will provide easy access to internet facilities and a library housing numerous sector studies, market survey reports, and information about local and international business support organizations. The goal is to help identify new prospective markets and prepare entrepreneurs to meet the demands of those markets with the right products. The center will also provide price information and make market penetration tools such as Electronic Trade Opportunities (ETO) available to exporters. Other objectives of the center include network building and capacity development for market information service providers with local business associations and international trade support bodies such as ITC/WTO, CBI, SIDA, SIPPO, and JICA. Activities related to the development of this center to date include:

- **Web Workshop:** This spring, in association with UNCTAD/WTO Switzerland, JOBS organized a workshop to introduce web-based tools to support strategic market analyses for international business development. The participants included six from the JOBS sector development program, two from the GoB, three from business associations, and twelve from business support organizations. A follow-up workshop will be held in June.
- **MARKET INTEL V Seminar (Seminar on Market Information Service):** A representative from JOBS attended this seminar in the Netherlands organized by the Center for Promotion Imports from Developing Countries (CBI) that featured modern market entry tools, identified reliable data sources, and provided assistance in the interpretation of survey reports and market trends and in the development of BDS with market information tools.

2.11 Other Initiatives

Plastics: Although the Bangladesh plastic industry has grown over the last decade it cannot yet meet the competition from foreign markets. The lack of quality moulds and infrastructure constraints leave leading plastic manufacturers little choice but to import moulds, which has economic implications for manufacturers, mould makers, importers and all other players. JOBS and KATALYST are now collaborating to address some of these constraints, focusing on improving the quality of local moulds. Major developments so far include:

- **Market Surveys:** An initial market survey of the sector has been conducted by interviewing plastic manufacturers, mould makers, importers, and technical institutes, including BUET.
- **Improving Moulds:** A workshop on making moulds from better quality steel was organized with Swiss Contact, KATALYST, and the JOBS Project. As a result of this workshop some manufacturers are cooperating with JOBS and KATALYST to adopt the improved moulds.

Forestry: The Nishorgo Program is a protected area management program of the Bangladesh Forestry Department, funded by USAID and implemented by IRG. This is a comprehensive effort to improve the management of the country's protected areas through collaboration among the Forestry Department and key stakeholders. One of the goals of the program is to facilitate the growth of eco-friendly private sector investment by helping local people and communities understand the reasons for conservation and the benefit to be derived from sustainable management. The assumption is that, if they can be provided with viable, productive alternatives to meet their income needs, they will agree to the production trade-offs necessary to better protect the environment and conserve biodiversity. IRG and JOBS are partners in an initiative to increase business activity for enterprises in forested areas. JOBS has completed preparatory work and an activity plan and field visits and surveys are underway.

3.0 Training Unit

The JOBS Project has provided technical support to NGOs and client entrepreneurs for capacity building since its inception. This training is provided either through the direct sale of Business Development Services (BDS) or on a cost-sharing basis.

From October 2003 to March 2004 the JOBS training team conducted the following training sessions:

- **Training of Trainers (TOT)** on designing training curriculum and improving facilitation skills for mid-level staff members from ten NGOs. This course is designed to develop a resource base of facilitators; after training TOT recipients are able to identify training needs and design, develop, and facilitate needs-based training for their staff and entrepreneurs. This was a profit-earning course.
- **Entrepreneurship Development and Business Management (EDBM)** training for twelve potential entrepreneurs of the Mirpur Benarashi Palli weaving cluster. EDBM courses are designed to improve business, managerial, planning, marketing, and financial skills to enable the more efficient management of small businesses, boost earnings, and increase employment opportunities. This was a cost-sharing course.
- **EDBM** training for 17 executives and entrepreneurs of CWDCR, an NGO in Khulna. This was a cost-sharing course.
- **EDBM** training for eleven entrepreneurs of the Mirpur shoe cluster. This was a cost-sharing course.

4.0 Loan Facilitation Unit

Bangladesh's SMEs have limited access to financial support because of complicated loan sanction procedures and collateral requirements. This limits their ability to expand their businesses, enter new markets, or initiate new enterprises. The JOBS Loan Facilitation Program is working to promote easy access to business capital for SMEs and provide loan facilitation assistance and business support.

The following table lists the loans facilitated by the program over the last six months:

LFP Over the Last Six Months			
SL#	Name of Bank	Amount Tk.	Amount \$
1	Social Investment Bank Limited	2,050,000	35,965
2	Prime Bank Limited	1,550,000	27,193
3	BASIC Bank limited	5,000,000	87,719
	Total	8,600,000	150,877

Table 1: Loans disbursed through JOBS' facilitation in the last two quarters.

5.0 E-Commerce and ICT

ICT and globalization have combined to create a new economic and social landscape. As a developing country, Bangladesh is motivated to take part in this transformation through e-Commerce and ICT. JOBS has been leading the ICT-based development of the country through its active support in four distinct but inter-related areas:

- e-Policy
- e-Governance
- e-Commerce
- e-Education /Human Resource Development (HRD)

Activities in these areas during the last six months are highlighted below:

5.1 e-Policy:

- **IT Act:** To facilitate the development of an IT Act that fulfills legal requirements for the implementation of e-Commerce and electronic signatures, JOBS has provided technical assistance to the GOB through renowned international experts. During the past year JOBS has been monitoring the progress of the Act and working towards its final passage into law. Recently the IT Act has been sent to the Ministry of Law for final review before sending it to parliament. JOBS will offer additional assistance as required.

5.2 e-Governance:

- **Web Page Development:** To build the capacity of SME's in the Chittagong region and to introduce ICT as a catalyst for business growth, JOBS has been assisting the Chittagong Chamber of Commerce and Industries (CCCI) to develop their webpage and members database. Additional requirements to provide training to the staff of CCCI have also been identified to maintain the website and increase the use of ICT in daily business activities.

5.3 e-Commerce: Capacity Building of ICT SME's

- **IT Market Linkage Tour Preparation:** To better understand the US market for software and IT services, JOBS assisted eight selected companies through rigorous training and preparation for participation in an IT Market Linkage Tour. This included drafting an executive summary of corporate capabilities and a detailed marketing plan, developing an "elevator pitch" (a 20 second duration sales pitch) for the US market, preparing sales and marketing information for the US market, implementing internal, quality customer-support processes, and developing effective presentation skills.
- **IT Market Linkage Tour:** JOBS successfully coordinated the IT Market Linkage Tour for the selected eight companies from February 23 to March 1, 2004. During the trip the Bangladeshi entrepreneurs met with 115 senior executives from IT companies across the Mid-Atlantic region at a large reception and with 37 local ICT executives

at a smaller event. In addition, each delegate had at least three private meetings with senior executives from local technology companies during the course of the trip. A total of 28 companies had private meetings with specific Bangladeshi delegates.

- **ICT Country Profile:** To promote ICT-based development and attract foreign investment to the sector, JOBS, in conjunction with EPB and with active support from MOSICT and MOC, has developed an ICT country profile that provides information about the capabilities of Bangladeshi ICT companies and the sector as a whole and about the benefits the GoB offers to attract foreign investment and encourage private sector business partnerships. The ICT country profile will be distributed to all of Bangladesh's trade missions and is being sent to CeBIT.
- **TradeMap Training:** To increase the capabilities of SME's working for international business development, in March 2004 JOBS, in cooperation with UNCTAD/WTO, organized a workshop on using TradeMap, which provides online access to a database of product trade flow and market access barriers for international business development. Private enterprises as well as government institutions and industry associations participated in the course.

5.4 e-Education/e-HRD:

- **ICT Academies:** Currently there are over 500 students enrolled in eight active academies; the first graduating class of 40 students earned certificates. One new academy has been added and a second is in the final stages of acceptance. JOBS is working with CCCI through their computer lab to collaborate with a local university to offer an academy program in Chittagong.
- **WIT Initiative:** JOBS assisted in securing applications from over 350 Bangladeshi women to the joint USAID/CISCO initiative Woman in Technology (WIT). Applicants are being vetted by the Institute of International Education (IIE) and will be identified for a June 1 class start-up. JOBS is working with CISCO and IIE to assess and select the academies that will participate in this program.
- **CISCO Conference:** JOBS participated in a regional conference of CISCO networking academies held in Phuket, Thailand that has enabled more direct communication with our CISCO counterparts; this is particularly valuable as CISCO undergoes an internal assessment of the progress of the academy program in the region.

Appendix

Appendix 1: Performance Monitoring Indicators

1st January 2004 - 31st March 2004

		January	February	March	2nd Qtr. Total	1st Qtr. Total	Half Year Total	Target	YTD +/-
S O Indicator									
A	Total Annual Sales (million \$)	3.910	4.612	2.988	11.510	9.342	20.852	12.069	8.783
	Domestic Sales (million \$)	2.060	2.111	2.073	6.244	6.255	12.499	3.375	9.124
	Exports Sales (million \$)	1.850	2.501	0.915	5.266	3.087	8.353	8.694	-0.341
IR Indicator									
5.1	More market-oriented policies, laws and regulations adopted by the Government of Bangladesh (GOB) and/or NGOs and other private institutions								
A	Milestone scale for market-oriented policies	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5.2	Stronger business support institutions established								
A	Loan Disbursed by USAID assisted financial intermediaries (million \$)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
B	# of NFIs strengthened	2	0	1	3	4	7	24	-17
5.3	Improved performance of USAID-assisted enterprises in targeted sectors								
A	# of enterprises that enter new geographic markets after assistance from USAID	1	4	2	7	11	18	21	-3
B	# of enterprises that adopt new technologies or management practices after assistance from USAID	4	10	6	20	10	30	32	-2
	Male owned/operated	3	9	6	18	6	24	25	-1
	Female owned/operated	1	1	0	2	4	6	7	-1
C	# Value of financial resources raised by USAID assisted enterprises from all sources (million \$)	0.382	0.230	0.905	1.517	0.736	2.253	18.425	-16.172

Appendix 2: List of Clusters from Oct 03 - Mar 04

SI #	Name of the Course provided to the Clusters	Location	Stakeholders	Participants			Products
				Male	Female	Total	
Quarter: October - December 2003							
Sector: Hometextile							
1	Advanced design/ product Development training to Hometextile Cluster	Tangi, Dhaka	Shangu Tex			30	Home and kitchen textile products
2	Advanced design/ product Development training to Hometextile Cluster	Savar, Dhaka	BD Tex			50	Home and kitchen textile products
3	Advanced Skill Development training to Benarashi Cluster	Mirpur, Dhaka	Sama Silk Industries	25		25	Benarashi Sharee
4	Product development training to Satranji Cluster	Nisbetgonj, Rangpur	Karupannya	15	35	50	Satranji
Sector: Jute Product							
5	Skill Development training to Sharishabari Jute Product Cluster	Birmallikpur, Sharishabari, Jamalpur	Triply Handicraft		25	25	Different types of jute bags
Sector: Livestock							
6	Skill Development training to Mollarchar Livestock Rearing Cluster (Char Region)	Mollarchar, Gaibandha	Gana Unnayan Kendra (GUK)	3	27	30	Cow rearing & dairy milk
Quarter: January - March 2004							
Sector: Hometextile							
7	Product development training on Patchwork quilt.	Shyamoli, Dhaka	Conexpo	6	24	30	Patchwork Quilt
8	Skill Development Training on Coconut Shell Button	Sardah, Rajshahi	Swallows		25	25	Different types of Coconut shell button
9	Skill Development Training on Coconut Shell Button	Mohammadpur, Dhaka	Button Hole		60	60	Different types of Coconut shell button

Appendix 3: Sector wise export sales information

(1st October 2003 - 31st March 2004)

		2003 - 2004				
Sector Activities		1st Qtr. Total	2nd Qtr. Total	3rd Qtr. Total	4th Qtr. Total	Total
Footwear Sector	Export sales (million \$)	0.624	0.964			1.588
Home Textile Sector	Export sales (million \$)	0.525	0.842			1.367
Light Electrical Sector	Export sales (million \$)	0.343	0.473			0.816
Handmade Paper Sector	Export sales (million \$)	0.525	1.311			1.836
Floor Covering Sector	Export sales (million \$)	0.321	0.385			0.706
PPE Sector	Export sales (million \$)	0.205	0.375			0.58
Leather Goods Sector	Export sales (million \$)	0.214	0.346			0.56
Jute diversified product sector	Export sales (million \$)	0.226	0.325			0.551
Other Sectors	Export sales (million \$)	0.104	0.245			0.349
Grand Total		3.087	5.266			8.353

Appendix 4: Half yearly data of the Milestone Log

1st October 2003 - 31st March 2004

		2003 - 2004											
		1		2		3		4		5		6	
SL	Particulars	Doemstic growth (million \$)		Export growth (million \$)		Number of enterprises that enter new geographic markets		Number of enterprises that adopt improved technologies or management practices		Number of new product introduced		Emplyment growth of assisted enterprises	
		Yearly Projection	Half Yearly Actual	Yearly Projection	Half Yearly Actual	Yearly Projection	Half Yearly Actual	Yearly Projection	Half Yearly Actual	Yearly Projection	Half Yearly Actual	Yearly Projection	Half Yearly Actual
1	Footwear	0.386	1.562	2.082	1.588	2	1	2	3	6	32	100	65
2	Home Textile	0.327	3.500	1.864	1.367	2	3	3	5	8	8	105	175
3	Light Electrical	0.349	3.250	1.134	0.816	2		4	2	6	4	120	70
4	Handmade Paper	0.480	0.687	1.347	1.836	2	6	3	7	6	28	130	43
5	Floor Covering	0.378	0.937	0.741	0.706	3	1	2	1	4	3	175	50
6	PPE	0.107	0.437	0.239	0.580	7		10	9	16	12	230	
7	Others	1.348	2.125	1.287	1.460	3	11	8	3	8	2	160	285
	Total	3.375	12.499	8.694	8.353	21	22	32	30	54	89	1020	688

NB: Leather Goods and Jute Diversified Product sector data is incorporated in the others sector

