

QR/JOBS/REP/
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Quarterly Report

No. 10. January - March, 2000



JOBS

ASSISTING ENTERPRISES TO
CREATE EMPLOYMENT!

JOBS is a dynamic USAID funded initiative working with micro, small and medium enterprises to expand their businesses

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1. SUMMARY quarter (January – March) 2000

Attached outstanding:

- a. The number of effective work days were shortened due to annual Eid holidays and disruptive influence of hartals.
- b. Three separate IRIS head office JOBS Program evaluative visits (Dr. D. Woods, Free media publicity articles which appeared during this quarter relating to the (March) etc.
- c. Considerable JOBS Program staff time taken-up preparing for/participating in an internal SME, WBDU & Policy Components strategic retreat.
- d. Ongoing contracts preparation delays, which have also continued to result in excessive senior advisor/managers time involvement at the expense of delivering client assistance/support activities.
- e. A number of senior staff taking full annual holidays.

results during this quarter were excellent, typified by the highlights and achievements below.

A. SME and WBDU Training Workshops (TWs)

During this quarter, JOBS trained a total of 220 participants embracing 11 training workshops illustrated within the chart below and under Annexes C2-C5.

SME Unit	Number of TWs	Number of Enterprises	Number of Participants
a. SME TWs(*)	7	145	146
b. WBDU (Womens Business Development Unit) TWs	4	74	74
	11	220	220

(*) includes Bank SME client training on strengthening business and marketing development; Basic business management, marketing and bank loan application procedures training workshops.

During this quarter 10 out of the 11 training workshops were conducted outside of Dhaka.

Whilst the JOBS Program SME training targets were somewhat behind

1. SUMMARY OF HIGHLIGHTS AND ACHIEVEMENTS

Notwithstanding

- a. The number of effective work days were shortened due to annual Eid holidays and disruptive influence of hartals.
- b. Three separate IRIS head office JOBS Program evaluative visits (Dr. D. Woods/January, G. Byles/February and Dr. T. van Bastelaer/March) etc.
- b. Considerable JOBS Program staff time taken-up preparing for/participating in an internal USAID/IRIS/JOBS Program evaluative/strategic retreat.
- c. Ongoing contracts preparation delays, which have also continued to result in excessive senior advisor/managers time involvement at the expense of delivering client assistance/support activities.
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originally set targets this will be rectified during the second quarter 2000.

B. Bangladesh and Export Trade Fairs etc (refer Annex A)

The JOBS Program has continued to score impressive results assisting enterprises to participate in Bangladesh and export trade fairs i.e.

- *Joint JOBS/SCCI (Sylhet Chamber of Commerce & Industry) March Trade Fair 2000 “ shared contribution investment ” of US\$19,500 achieved combined participants sales of US\$249,642, equating to a JOBS ROSI (return on sales investment) of 1,180%.*

JOBS ROSI would have doubled, but for an unexpected hartal which necessitated a last minute change of venue and loss of trade fair selling days.

JOBS assisted 105 enterprises to participate in this event from within Sylhet and throughout the country.

- *February South African Footwear and Accessories Trade Fair. JOBS “ shared contribution investment ” of US\$12,500 assisted the five participating exporters to achieve combined sales of US\$405,720 equating to a JOBS ROSI of 3,146%.*

A JOBS SME development unit assistant manager coordinated activities at the trade fair and on the stand. The JOBS Bangladesh stand won

- a. The best award for exhibition excellence, management and marketing effort.*
- b. The silver award for the best footwear collection for Summer 2000 from the Africa Shoes and Views magazine.*

As a result of a JOBS recommendation, Legacy Footwear (an expanding footwear exporter with whom JOBS has been working with for some time) placed a trial export order of US\$11,811 with the Mirpur Footwear cluster, buttressed by the fact that the JOBS ongoing program of assistance to the cluster, led to a further increase in domestic market sales of US\$10,778 during this quarter.

C. ME Training Workshops etc (refer Annex C6)

During this quarter the following activities were completed.

<u>Activity</u>	<u>Organisation</u>	<u>Numbers</u>
a. TOT/Training of trainers	Proshika (CDS)	15

in entrepreneurship development
and business management

b. JOBS program ME assistance activities CRWRC/BRAC Conference Center, Rajendrapur 26

c. JOBS program ME (& WBDU) activities Sylhet Chamber of Commerce & Industry 13

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D. ME entrepreneurs assisted, jobs created and loans disbursed; Launch of a unique, new 6 day "grass roots" ME entrepreneurs development program

a. The chart below indicates only the number of Proshika and Yogsutra entrepreneurs assisted, jobs created and loans disbursed for the period covering October – December 1999. Similar data for this quarter (January – March 2000) will not start to become available until around mid April.

Gender	# of enterprises assisted	%	# of jobs created	%	# of loans disbursed	%
Female	455	48	1,202	37	873	60
Male	493	52	2,032	63	588	40
	948	100	3,234	100	1,461	100

b. The ME component's unique initiative, to develop a 6 day training module for "grass roots" enterprises utilising (with strong ME component inputs) four organisations (CARE, CDS, STD and DAM) to produce the training material, has now been successfully completed. The training material will be introduced at a "grass roots" level from early April.

This is the first time any donor and/or organisation in Bangladesh has developed such a 6 day training module, targeted at the special entrepreneurial needs of "grass roots" enterprises to assist them address the following critically important areas i.e. the 6 day training module clearly/simply illustrates to MEs

i. *The concept of entrepreneurship development and business management.*

ii. *How to identify product and business opportunities, conduct a market survey, identify potential customers and market/sell their products.*

iii. *How to prepare their own business plan.*

iv. *How to prepare/maintain proper enterprise accounts and records.*

v. *How to identify problems which could frustrate the growth of their enterprise and the still untapped potential which exists for MEs in Bangladesh*

The ME component's plans are well advanced to hold a major workshop in the 2nd quarter, where JOBS will share the uniqueness of this 6 day training model on "grass roots" entrepreneurship development and business management with

NGOs/MFIs/other donors and like minded groups

E. New JOBS Program information brochure and free media (newspaper & magazine) publicity secured by JOBS during the quarter

a. The JOBS Program produced a new multi-purpose information brochure (contained within the inside back cover of this report) in English during this quarter, designed to highlight the project's SMME

i. *Integrated development assistance strategy*

ii. *Key activity components*

iii. *Typical/actual assistance activities*

iv. *How to apply for possible JOBS Program assistance*

The Bangla edition of the brochure is now in the course of production.

b. Per Annexes E1 – E14 and Part 2 of the Quarterly Report (clippings of secured media coverage), the JOBS Program achieved a record 100 plus pieces of free media coverage during the quarter (with the bulk appearing in out of Dhaka Bangla newspapers, particularly aligned with the joint JOBS/Sylhet Chamber of Commerce & Industry Trade Fair) valued at US\$8,214 per the chart below.

<u>JOBS Component/Unit</u>	<u>US\$</u>	<u>%</u>
SME Unit	5,337	65
WBDU/Womens Business	1,851	23
Policy Component (*)	1,026	12
	<u>8,214</u>	<u>100</u>

(*) The result of one high value piece of media coverage which appeared in the Daily Star under 2 parts titled “ SME access to credit, movable asset based lending ”, based on the late 1998 report by P. Meagher (IRIS/JOBS Program Financial Sector Specialist).

F. Selected key points emanating from the USAID/IRIS internal JOBS Program evaluative/strategic retreat

- a. JOBS presented and discussed the program’s R4 draft projections per Annexes D1 – D2 against the following qualifications.
- i. *Bangladesh sales (\$s) growth projections for a number of SME units could be high and likely to be adjusted downwards.*
 - ii. *Capital leveraged (\$s) from other sources may be overly high and likely to be adjusted downwards.*
 - iii. *Export growth (\$) projections may be on the low side and likely to be adjusted upwards.*

Irrespective of i./ii. possible downward projections, if the JOBS Program can achieve over the three year period 2001 – 2002 a combined Bangladesh, exports and value of new jobs created growth of US\$30M, this would still represent a high “ return on investment ” of 922% based on a forecast activities budget of US\$2,934,444.

- b. Utilising a USAID evaluative matrix, retreat participants (USAID/IRIS and JOBS personnel) identified on a weighted basis the level of emphasis the JOBS Program is placing behind three intervention areas (enterprise development, policy reform and institutional development) covering the following sectors

**Organisation & Management . Marketing
Product Development . Production . Finance**

This has been reflected in the model which appears under Annex D3, clearly identifying the main thrust of JOBS lies in the enterprise development arena, particularly finance, marketing, product development, production and organisation/management.

- c. Whilst JOBS has been achieving increasing success in recent times in delivering a number of key component objectives, there is an urgent need to further restructure and strengthen individual components of the program in order to deliver revised, expanded objectives/targets, including
- i. *The creation of an ME component marketing unit to assist identified*

“top end” enterprises to more effectively market their production through improved marketing and sales performance; restructuring and strengthening of the ME operations unit in line with a revised objectives /targets thrust.

- ii. Appointment within the SME development unit of a Deputy Manager (Marketing) in line with markedly increased unit activities and newly identified opportunities.
- d. JOBS will expand its activities into the following new export product sectors viewed as having sound potential

i. Handloom textiles

ii. Leather accessories

JOBS will (per Annex D4 advertisement) also explore the potential to assist E-Commerce entrepreneurs to expand existing and/or start-up new enterprises.

- e. Training. JOBS launched during this quarter an advertising campaign (Annex D5) to identify training consultants with the capability to handle phase 2 (two) of the SME component’s training program, designed to strengthen entrepreneur skills in the following critically important areas

i. 2 day workshop on “ How to sell and promote your product(s) in the Bangladesh and export markets ”

ii. 2 day workshop on “ How to successfully respond to export buyers and effectively complete export documentation ”

iii. 2 day workshop on “ How to cost and price your product(s) for the Bangladesh and export markets ”

G. Loan Facilitation Unit achievements

During this quarter

- a. The final production of the “ Bank Loan Application Procedures – A handbook for SMEs ” on how to prepare a basic business, financial and marketing plan, net worth/financial statement and submit a bank loan application was completed. The English edition will be printed first during the second week of April.
- b. The unit finalised its program to launch in April, under the umbrella of the BIBM/Bangladesh Institute of Bank Management, a special series of training

programs targeted at bank senior and mid level loan/credit officers, designed to create a greater awareness of the special needs/requirements in lending to the SME sector.

H. SMME Womens Trade Fair 2000 – Dhaka in June

This unique marketing possibility was conceived by the Senior ME Advisor, Manager SME Development Unit and Program Manager/Senior Business Advisor, following JOBS successful participation in the JOBS/SCCI Sylhet Trade Fair and discussions with a number of women entrepreneurs, who likewise share the belief that a “ high \$ value ” purchase market exists in Dhaka for a wide range of quality womens products i.e. shari, salwar/kamis /orna and other clothing items, shoes and leather accessories, jewellery, cosmetics/toiletries, household textiles etc

Development plans are well advanced for its launch, which will offer 70+ womens enterprises over a 11 day period (including selected participants from around the country), the opportunity to sell their products to an an estimated 40,000 visitors/buyers who will visit the event.

2. KEY JOBS PROGRAM ACTIVITIES – 1st QUARTER (JANUARY – MARCH) 2000

2.1 SME COMPONENT

A. Footwear sector – Export and Bangladesh (refer Annex A)

- a. **Export.** JOBS ongoing program of export development activities, embracing assistance to selected existing/potential exporters in the development/design, selling and promotion of competitively priced export footwear, has again proven highly successful following participation by 5 exporters in the second JOBS Program supported South African Footwear and Accessories Trade Fair in February.

JOBS has also successfully opened-up a major new export production and marketing linkage between Legacy Footwear and the Mirpur small footwear producers cluster, where 16 entrepreneurs (and 300+ employees) will shortly produce a first export trial order to the Middle East of 5,000 pairs of high quality sandals valued at approximately US\$11,811.

- b. **Bangladesh.** The JOBS assisted Mirpur small footwear producers cluster achieved sales of US\$10,778 during this quarter, with total sales now exceeding US\$37,112 since JOBS integrated program of technical/marketing assistance commenced on 1st October 1999.

JOBS also successfully commenced working at a phase one level, with a new old Dhaka city based small footwear producers cluster under the umbrella of the CRWRC NGO, to improve product quality/design and increase sales; and during the second quarter, JOBS will commence assisting another new (initially at a training level to improve product quality/design), small footwear producers cluster, comprising 60 "very poor" women workers from the Savar Women Development Samity organisation.

**B. Joint JOBS Program/SCCI (Sylhet Chamber of Industry & Commerce)
Sylhet Trade Fair 2000 (refer Annex A)**

- a. This highly successful joint marketing/sales initiative between JOBS and the SCCI, assisted 105 enterprises (mainly SMMEs) to achieve significant sales, notwithstanding a last minute change of venue (and 2 lost trade fair selling days) due to hartal/political issues.

The trade fair was held over the period 7th – 14th March 2000 (immediately preceding the Eid holiday period) and attracted 93,500 visitors. Both JOBS and the SCCI believe if the event had been held at the original, center of Sylhet site, both exhibitor sales and visitor numbers would have been double.

- b. The SCCI's letter of " thanks and gratitude " to the JOBS Program appears under Annex D6.

C. Bakery sector

- a. This sector's training program activities were below expectations. Whilst the JOBS Program will review in September whether to continue assisting this sector, the potential remains to run at least 14 X 20 " health/hygiene standards " training programs (with a heavy orientation outside of Dhaka) over the 6 month period April/September 2000.

- b. The SME bakery unit is exploring the possibilities of bringing across an Indian bakery new products training specialist, to run a series of training programs to identify/recommend a range of new higher added value/ increased sales growth potential bakery products, which Bangladesh bakeries could well consider introducing.

- c. The 12 JOBS assisted bakery enterprises who participated in the joint JOBS Program/SSCI Sylhet Trade Fair 2000 achieved excellent, combined sales of US\$24,457.

D. Handloom/Handicrafts sector

- a. During this quarter, JOBS SMME U.K. handloom/handicrafts consultant visited Bangladesh to advance work with Nadia Erfan (JOBS Assistant Manager/SME Development Unit) on
- i. *Preparation for the September U.K. Birmingham Giftwares Trade Fair, which JOBS will be assisting 6 selected exporters to participate in on a shared contribution basis.*
 - ii. *Help in the identification and selection of i. exporters.*
 - iii. *Offer advice relating to in hand development of the JOBS " Bangladesh Handloom/Handicrafts Export Catalogue ". The catalogue is behind the original target completion date, but should be completed before the end of the second quarter 2000.*
- b. Nadia Erfan also participated in the " 7th Global Conference and Fair for Women Entrepreneurs " in India (New Delhi) in February, gaining valuable research, technical and marketing knowledge of likely benefit to many JOBS handloom/handicrafts clients.
- c. Mostafizur Rahman (Manager/SME Development Unit) departed toward the end of March to lead/manage the activities of the JOBS/Bangladesh exporters stand at the major New York Home Textiles Show (31st March – 3rd April), where JOBS is assisting 6 exporters (refer Annex D7) to participate in this event on a shared contribution basis.
- d. During this quarter JOBS ran a number of advertisements (Annex D8) to identify " vegetable dying and printing training consultants " to assist clients in these sectors to significantly raise the quality standards of their export products.
- e. JOBS decided toward the end of the quarter, to take stand space at the Australian Global Giftware 2000 Trade Fair in Sydney and select/send 5 exporters on a shared contribution basis to this major trade buying show. JOBS, as at all export trade fairs, will manage the JOBS/Bangladesh exporters stand at this event.
- E. WBDU/Womens Business Development Unit**

During this quarter the WBDU

- a. Completed its target of four " Basic Business Management, Marketing and Loan Application Training Workshops ". One workshop was conducted in Dhaka and the balance throughout the country. 74 enterprises/participants were trained (refer Annex C 5).

- b. Activities aligned with identifying and assisting initially 10 – 15 women entrepreneurs at a “ hands on ” advice and assistance level to help them expand their enterprises have still to be implemented.
- c. During this quarter the WBDU revisited/produced a new 8th March 2000 work plan which will be discussed, adjusted if necessary and agreed with the JOBS Program Senior ME Advisor/Chairperson of the WBDU when the Manager/WBDU returns from annual leave in April.
- d. Commencing from the 2nd quarter the Manager/WBDU will report direct to the JOBS Program Senior ME Advisor/Chairperson of the WBDU.
- e. Widespread distribution took place during this quarter of the JOBS supported/published book headed “ The role of women entrepreneurs in the national economy ”.
- f. The JOBS Program has still to comment back to USAID re their recommendations aligned with the December 1999 final report by Md. Omar Choudhury titled

*Institutional options for the
Women Entrepreneurial Development Project (WEDP)
of the
Bangladesh Small & Cottage Industries Corporation (BSCIC)*

- g. Whilst one of the original key objectives behind the establishment of the WBDU was to work closely with the to be formed Dhaka Womens Chamber of Commerce & Industry, this activity has not commenced as the association has still to be launched.

F. Loan Facilitation Unit

During this quarter the LFU

- a. Completed three out of Dhaka training programs in strengthening “ Business Management and Marketing Skills ” on behalf of 64 Agrani Bank SME clients (It is interesting to note that 5 entrepreneurs who participated in a late December 1999 JOBS training program at Cox’s Bazar, Agrani Bank has since made a combined loan of Taka240,000 to these entrepreneurs).
- b. Has successfully finalised a major training program, whereby the BIBM/ Bangladesh Institute of Bank Management will train up to 125 Bank senior loan/credit officers by the end of September 2000 in “ The special needs and requirements in lending to the SME sector ”. The BIBM has already published this upcoming series of training programs within their Academic Calendar 2000 book.

- c. The JOBS “ Bank Loan Application Procedures - A handbook for SMEs ” on how to prepare a basic business, financial and marketing plan, net worth/ financial statement and submit a bank loan application is completed and the English edition will be published first in early May (followed by the Bangla edition).

This publication was delayed due to the poor calibre of external consultants' inputs, necessitating a complete rewrite of the publication by

- i. Senior Manager/LFU
- ii. Assistant Manager/LFU
- iii. JOBS Program Manager/Senior Business Manager

JOBS believes that this “ first time ” publication will prove of great benefit to the SMEs of Bangladesh and equally represent an excellent “ marketing vehicle for the overall promotion of the JOBS Program’s services and activities ”.

- d. The LFU will participate in upcoming April meetings with USAID and MSED/USAID Washington’s Ms. Kathleen Wu (Investment Officer/Asia) to discuss the progress etc of the following banks

- i. Arab Bangladesh Bank Ltd
- ii. Prime Bank Ltd
- iii. National Bank Ltd

loan guarantee facility applications.

- e. The LFU, working with the SME component, has commenced its program to evaluate selected SMEs to prepare and submit bank loan applications.

G. Communications & Training Unit

During this quarter the CTU

- a. Completed only three directly managed Basic Business Management, Marketing and Bank Loan Procedures Training Programs were, part the result of the disruptive mix of issues detailed under the “ 1. Summary of highlights and achievements ” on page 6. Refer Annexes C3 : C4.
- b. Free media/publicity achievements (in conjunction with other SME units) were again a success highlight of the CTU, totaling US\$8,214. Refer Annexes E1 – E15 and Part 2 of the JOBS Program Quarterly Report (January March 2000) titled

- Free media publicity articles which appeared during this quarter**
- c. The CTU continues to play a key creative/implementation role as follows.
- i. *Ongoing issue of press releases (i.e. whilst JOBS Program coverage is strong in high circulating national English circulating newspapers, it tends to be weak in parallel Bangla publications. The CTU is seeking to rectify this weakness)*
 - ii. *Development/placement of JOBS advertisement material*
 - iii. *Production of high profile publications and promotional material such as*
 - *JOBS “ Bank Loan Application Procedures - A Handbook for SMEs ”*
 - *In hand production of the JOBS “ Bangladesh Handloom/Handicrafts Export Catalogue ”*
 - *Wide range of JOBS Bangladesh and export trade fairs promotional material*
 - *JOBS “ Policy & Journalists of the Year Study/Travel Grants Awards Program ” promotional material*
 - *In hand production of the joint JOBS/SCCI (Sylhet Chamber of Commerce and Industry) Trade Fair 2000 commemorative publication*
- d. Following successful implementation of the JOBS Program’s Phase one SME training series, covering Basic Business Management, Marketing and Bank Loan Procedures, the CTU is in the throes of identifying consultants to develop/implement JOBS Phase two training program strategy detailed within Annex D5 advertisement.

H. MIS Unit

During this quarter the MIS unit

- a. Based on received "Enterprise Profile Forms", completed training reports, policy questionnaires etc, continued to enter/consolidate the JOBS Program information and performance measurement data base; including tracking/collating secured JOBS Program free media and the like coverage.
- b. During the next quarter (per AD 30th March 2000 memo to K/MIS) the unit will implement (in close collaboration with the SME/WBDU and Policy components) a major interim " face to face " qualitative market research study among 200 JOBS SME clients to determine the effectiveness or otherwise of our training program activities.
- c. M & E activities of the ME component were fully transferred to latter by the MIS unit during this quarter.
- d. From the 1st April 2000 the MIS unit will report directly to the JOBS Program Manager/Senior Business Advisor.

2.2 ME COMPONENT

ME entrepreneurs assisted, jobs created and loans disbursed data detailed under page 7.,

- a. New IVS agreement. This has now been signed (following considerable contract procedural delays), whereby IVS will represent Yogsutra member organisations, comprising 12 NGOs targeting to assist 3,750 entrepreneurs in 15 areas.

Following signing of the new agreement, IVS organised a half day orientation session with Chief Executives of Yogsutra's member organisations, to clearly outline the JOBS Program ME objectives, targets, implementation and reportage requirements.

- b. Launch of JOBS Program ME EDW Supervisors/EDW " Annual Business Action Plan/ABAP " and " EDW Supervisors/EDW Performance Incentive/Bonus Awards Scheme ". This was successfully launched at a 22nd January 2000 Proshika arranged workshop attended by the following personnel

- i. Zonal (4) and Central Coordinators (3)

- ii. EDW Supervisors (15) and EDWs (45)

A joint JOBS Proshika/JOBS Program Senior ME Advisor/Senior Operations and Training Managers team presented the above workshop, which also highlighted the need and requirements necessary to introduce a new, strengthened objectives/targets implementation strategy, monitoring

and evaluation system.

Dr. Dennis Wood (IRIS/JOBS Program U.S. based Chief of Party) and Anthony Dalglish (JOBS Dhaka Program Manager/Senior Business Manager) also participated in the workshop.

- c. **EDW Supervisors orientation course.** The JOBS ME component organised this 2 day orientation course for 15 Proshika EDW Supervisors, to clearly position the key responsibilities role they must to play, to ensure successful attainment of objectives/targets and implementation of a critically important, effective monitoring and evaluation system. Senior JOBS Program ME operations/training managers and coordinators made important contributions throughout the course.
- d. **Finalisation of 6 day ME entrepreneurs training modules.** During this quarter the ME component reviewed, modified and approved for production the former, produced by four different organisations (CDS, STD, CARE and Absania). These unique training modules will be used by EDWs who have participated in TOT training courses to train ME entrepreneurs in management, financial and marketing development skills necessary to help them successfully expand their businesses. The training modules will be presented at the JOBS Program 1st quarter 2000 review meeting in April.
- e. **Proshika EDWs TOT training on " Entrepreneurship Development and Management Skills ".** 21 EDWs participated in this 12 day February training program (embracing 15 EDWs from new areas and 6 EDWs replaced within old areas). The training program was implemented by CDS (a JOBS Program ME component pre selected training organisation).
- f. **During this quarter the ME component commenced its program of activities within 5 new Proshika areas.**
- g. **ME training on " Entrepreneurship Development and Business Management ".** 11 ME batches (totaling 231 MEs) received training during this quarter. By the end of June, all Proshika and Yogsutra MEs will have been trained in running their businesses through implementation of improved business, financial and marketing skills.
- h. **The ME component commenced implementation during this quarter of a greatly strengthened monitoring and evaluation system at the field level, based on regular visits to MEs and collection of individual enterprise sales performance data. During the quarter the ME component took over full responsibility for the ME M & E data base from the MIS unit.**

- i. During this quarter the decision was taken to establish a Marketing Unit, which will identify and assist " top end " MEs with the perceived potential to significantly expand both sales and employment generation, if offered appropriate levels of marketing and promotional support; including the need to restructure the operations unit as part of the ME component's new, overall objectives/targets and strategy thrust.
- j. Proshika's SEED Program. Per JOBS Program/Senior Business Advisor's letter to the Seed Program Coordinator dated 19th December 1999, it was agreed that JOBS would explore the possibility of assisting the SEED Program at a Khulna test marketing level. Following receipt by JOBS on 23rd March 2000 of earlier requested information, both the SEED Program/ JOBS agreed that the next stage of this evaluative exercise would be to visit Khulna in early April.

2.3 POLICY COMPONENT

During this quarter

- a. Senior members of the JOBS SME/ME components presented to the Policy component, their " overview " suggestions relating to issues/areas which the Policy component should be more closely aware, when seeking to develop/ implement a greatly strengthened, more effective Policy component strategy designed to " persuade influence makers (either directly/indirectly) to make the necessary changes to create a more favorable, conducive business climate within which SMMEs are able to expand their enterprises ".
- b. Part of the requirement of a. exercise, was to develop well in advance a " new, fast start Policy component possible strategies platform base " pending the arrival of the new JOBS Program Senior Policy Advisor (Mr. Reid Lohr), who will take up his appointment around mid April.
- c. Notwithstanding the highly successful launch of the " JOBS Program Policy/ Advocacy Writers/Journalists of the Year Awards " initiative in October 1999, SME articles appearance in response to this unique/high value recognition awards program has been virtually nil.

In an effort to revive and "make the concept " work, the Policy component has produced and distributed to key target audiences, a specially constructed promotional poster and leaflet (contained within the inside back cover flap of this report), which in turn will be supported by a " small scale " newspaper campaign in April.

- d. The Policy component participated in six JOBS Program SME training workshops, to further consolidate the component's understanding of the key

issues frustrating SMEs from expanding their enterprises, with access to credit being the single largest inhibitor.

- e. Opened media coverage. Following P. Meager's (IRIS Financial Sector Specialist) movable assets report published in late 1998, an article was published in the Daily Star co-authored by Dr. Zia Ahmed/P. Meagher based around this subject.
- e. IRIS's Thierry van Bastelaer and JOBS Mossadeque Hossain (Policy Advisor) met with World Bank's Ms. Ismat Zerine Khan/Dhaka to explore possible areas of joint policy collaboration in the future.
- f. A meeting was held with CDF relating to " institutionalizing a regulatory frame work for micro-financing ". CDF expressed interest in working with the JOBS Program where parallel objectives can be identified.

2.4 LCG SUB-GROUP ON PRIVATE SECTOR DEVELOPMENT (PSD)

The fifth meeting of the above group, chaired by Mr. R. Rousseau (Team Leader/Enterprise Development Group – USAID), took place at the office of GTZ. Primarily, the meeting centered around a presentation by Michael Nathan (GTZ) covering the strategy and components behind GTZs "Private sector assistance program designed to improve the economic capacities and enhance the competitiveness of existing and potential micro, small and medium sized enterprises in Bangladesh".

3.0 KEY PROGRAM OBJECTIVES FOR THE 2nd QUARTER (APRIL - JUNE) 2000

3.1 SME COMPONENT

A. Footwear sector – Export and Bangladesh

Key objectives will be

- i. *Continue to assist existing/new footwear sector clients to increase sales into export markets.*
- ii. *Assist existing/new footwear clients (both at export and domestic marketing levels) to improve product quality, design and reduce the cost of production.*
- iii. *Expand the sales and distribution of existing/new clusters of small footwear producers.*

- iv. *Identify and plan the next phase trade fairs program to consolidate and/or open-up new export markets.*
- v. *Develop, agree and implement an export strategy for the leather accessories sector.*
- vi. *Identify and commence assistance to new clusters of small footwear producers*
- vii. *Implement at least 3 technology improvement training programs.*

B. Bangladesh Trade Fairs

Key objectives will be

- i. *Develop and successfully implement the planned June Womens Dhaka "high quality" products trade fair.*
- ii. *Develop/agree on a major October 2000 – March 2001 trade fairs program embracing at least 5 events (2 in Dhaka; 3 ex Dhaka).*

C. Bakery Sector

Key objectives will be

- i. *Run at least 5 "health & hygiene" training programs throughout the the country.*
- ii. *Identify/implement new training programs designed to assist bakery enterprises to introduce new products, increase sales and profitability.*

D. Handloom/Handicrafts Sectors – Export and Bangladesh

Key objectives will be

- i. *Develop, plan and successfully assist selected exporters to participate in the following trade fairs*

*April 2000 – The New York Home Textiles
Trade Fair*

*May 2000 – Australian/Sydney Global Giftwares
Trade Fair*

*September 2000 – United Kingdom/Birmingham
Giftwares Trade Fair*

- ii. *Identify/implement at least two export technology improvement training programs i.e. vegetable dying and printing*
- iii. *Finalise the production/print of the JOBS Program " Bangladesh Handloom/Handicrafts Export Marketing Catalogue "*

E. E-Commerce Sector

Key objectives will be

- i. *Assess/evaluate the response from the JOBS Program advertisement headed*

The JOBS Program is interested in exploring possible development assistance to the Bangladesh information technology sector; particularly – E-COMMERCE

and determine whether viable assistance opportunities exist in line with the JOBS key objectives in the SME and Policy component sectors.

F. WBDU/Womens Business Development Unit

Key objectives will be

- i. *Implement at least 6 training programs covering a mix of Basic Business Management/Marketing and other identified specialist skills needs among women entrepreneurs.*
- ii. *Identify and commence working with 10/15 " top end " womens entrepreneurs (a WBDU activity which is presently behind target) with the potential to expand their enterprises if given appropriate levels of JOBS Program support and assistance.*
- iii. *Discuss/agree on a precise, integrated and monitorable WBDU marketing development strategy with the Chairperson/WBDU, which will embrace additional activities to those of i./ii above.*

G. Loan Facilitation Unit

Key objectives will be

- i. *Develop/implement an effective marketing campaign (in conjunction with the PM/SBA and Manager CTU) to launch the*

***“ Bank Loan Application Procedures – A handbook for SMEs ”
publication.***

- ii. ***Complete well before the end of the quarter, translation and publication of i. into Bangla.***
- iii. ***Participate in the successful launch and ongoing activities (as appropriate) of the joint JOBS Program/BIBM produced training programs aligned with “ creating a greater awareness among senior bank and mid level loan/credit officers of the special needs/ requirements when lending to SMEs ”.***
- iv. ***Implement 4 Agrani Bank SME clients training programs in “ Strengthening Business and Marketing Development ”.***
- v. ***Select and assist at 10 least SMEs to submit potentially bankable loan applications to banks.***
- vi. ***Assist and participate with MSED/USAID Washington’s Investment Officer Asia during her meetings with banks who have submitted loan guarantee facility proposals.***

H. Communications & Training Unit

Key objectives will be

- i. ***Ensure that all major JOBS program public relations releases, promotional advertisement material and the like are sighted by the PM/SBA before issuance.***
- ii. ***Complete soonest the following items***
 - a. ***Bank Loan Application Procedures etc handbook (both English/Bangla editions)***
 - b. ***Handloom/Handicrafts Export Catalogue***
 - c. ***JOBS Program/SCCI (Sylhet Chamber of Commerce & Industry)
Trade Fair commemorative publication***
- iv. ***Implement at least 4 Basic Business, Marketing and Bank Loan Procedures workshops throughout the country.***
- v. ***Utilising to be identified outside trainers, produce by the end of the quarter, the following three new training programs for launch at the beginning of the 3rd quarter (1st July 2000).***
 - “ How to sell and promote you product(s) in the ”***

Bangladesh and export markets ”

- ii. **“ How to successfully espond to export buyers and effectively complete export documentation ”**
- iii. **“ How to cost and price your product(s) for the Bangladesh and export markets ”**
- vi. **Advance identify from within JOBS own client base, and new clients through promotional advertising, who could be interested and benefit from participating in v. new JOBS training initiatives.**
- vii. **Seek to implement the still outstanding last quarter’s objective of “ Working with the ME component to identify and secure free media coverage of its strategies and achievements ”.**
- viii. **Have translated into Bangla and published the new JOBS information brochure contained within the inside back cover of this report.**

I. MIS Unit

3.1 PO Key objectives will be

- i. **AD 30th March 2000 memo to K/MIS. The unit will design/ implement /complete during this quarter, the major interim “ face to face ” qualitative market research study among 200 JOBS SME clients, to determine the effectiveness or otherwise of our training program activities. The MIS unit will work closely with the SME, WBDU and Policy components in the development/implementation of this exercise.**
- ii. **The unit will work closely with all components/units of the project, to ensure that Enterprise Profile Forms, training programs and the like data are collected as quickly as possible and entered into the JOBS Program client data base.**
- iii. **The unit will seek to speed-up its ability to produce on time quarterly report information/secured media coverage data..**

3.2 ME COMPONENT

Key objectives will be

- i. **Once finalised by IRIS, the much delayed Buro Tangail contract, will be implemented in mid/late April, when the ME component will**

commence assisting 1,500 MEs to expand their businesses.

- ii. JOBS will commence the negotiation process to work with a number of new NGOs (i.e. Shakti, VERC, TMSS, ACD), including identifying new sub contractor organisations, where we can assist their MEs to expand their businesses.*
- iii. The ME component will (refer item D.,b., page 8) run a major donor and NGOs workshop, to illustrate the unique benefits which will accrue to “ grass roots ” MEs, following JOBS the initiative to develop a special 6 day training module for ME entrepreneurs.*
- iv. The ME component will meet with PKSF to explore areas of mutual collaboration.*
- v. The ME component will launch the ABAP and EDW Supervisor/ EDWs performance bonus program to Yogustra member organisations during this quarter.*
- vi. The ME component will complete through partners and sub contractors the training of all ME entrepreneurs by the end of June.*

3.3 POLICY COMPONENT

Key objectives will be (within two months of the new Senior Policy Advisor's arrival)

- i. To succinctly review the last 1 year's Policy component core thrust objectives/targets, activities and achievements, particularly*
 - a. Where we scored well and why ?*
 - b. Where we didn't score well and why ?*
- ii. To commence development, discuss and gain agreement to a next stage two pronged*
 - a. Immediate/medium term*
 - b. Long term*

Policy component “ integrated strategy ” between the SME/ME components of the JOBS Program and USAID (with inputs from IRIS as appropriate).

The “ integrated strategy ” should seek to clearly substantiate

Summary of 1st quarter (January - March) 2000

a. The measurable benefits which should accrue, within specified time frames, for each recommended Policy component "strategy activity".

b. Possible co-partners and why.

c. The recommended "integrated strategy" costed by activity.

Sector	Period	Unit/Volume	Sales in TL	Sales US\$
Footwear				
South African Trade Fair		50,000 pairs	20,610,575	404,720
Mirpur Footwear Cluster, Footwear (Local)	27, 2000			10,778
Mirpur Footwear Cluster, Legacy Footwear (Export)	MARCH 21, 2000	1,000 pairs	600,000	11,811
Sub-total		59,590 pairs	21,738,075	428,309

Sythet Trade Fair'99		March 7 - March 15, 2000		
Handloom/Handicrafts				
Spot sold			4,447,142	97,542
Footwear				
Spot sold			358,445	7,056
Bakery				
Spot sold			1,248,424	24,467
Sub total			6,054,011	119,065
Other sectors				
Spot sold			6,633,791	130,666
Sub total			6,633,791	130,666
Sub total of Sythet Trade Fair			12,687,802	249,731
Grand total			34,425,877	677,851

Table 50 B - 1.00

Summary of 1st quarter (January - March) 2000 sales by JOBS assisted enterprises

Annex B

Sector	Period	Unit/Volume	Sales in Tk.	Sales US\$
Footwear				
South African Trade Fair	Feb 28 - March 3, 2000	50,000 pairs	20,610,576	405,720
Mirpur Footwear Cluster, Apex Footwear (Local)	Jan 12 - March 27, 2000	4,500 pairs	547,500	10,778
Mirpur Footwear Cluster, Legacy Footwear (Export)	March 21, 2000	5,000 pairs	600,000	11,811
Sub-total		59,500 pairs	21,758,076	428,309

Sylhet Trade Fair'99	March 7 - March 15, 2000			
Handloom/Handicrafts				
Spot sold			4,447,142	87,542
Footwear				
Spot sold			358,445	7,056
Bakery				
Spot sold			1,242,424	24,457
Sub total			6,048,011	119,055
Other sectors				
Spot sold			6,633,791	130,586
Sub total			6,633,791	130,586
Sub total of Sylhet Trade Fair			12,681,802	249,642
Grand total			34,439,878	677,951

* Taka 50.8 = \$ 1.00

SECTOR	NO. OF FORMS COMPLETE/RETURNED	152 (84% of the total)	78 (43% of the total)	30 (17% of the total)	140 (77% of the total)	30 (17% of the total)	167 (92% of the total)	123 (68% of the total)	172 (95% of the total)	910
HANDLOOM/HAND CRAFT (SHEPHERD)										
HANDLOOM/HAND CRAFT (NGO)										
FOOTWEAR										
BAKERY										
LIGHT ELECTRICAL										
WOMEN BUSINESS DEVELOPMENT UNIT (WBDU)										
LOAN FACILITATION UNIT (LFU)										
COMMUNICATION & TRAINING UNIT (CTU)										
TOTAL										910

* Taka 50.8 = \$ 1.00

Selected extracts from completed/returned JOBS enterprise profile forms at the end of March 2000

SECTOR	NO. OF FORMS COMPLETED/ RETURNED	LOCATION OF ENTERPRISES	TOTAL SALES OF 1998 IN US \$(*)	% OF TOTAL SALES	TOTAL NO. OF EMPLOYEE OF 1998	AVERAGE SALES PER EMPLOYEE IN US \$(*)
HANDLOOM/HAND CRAFT (Enterprises)	162	Dhaka Division 83%, rest of the country 17%	8,641,289	17	28512	303
HANDLOOM/HAND CRAFT (NGOs)	78	Dhaka Division 72%, rest of the country 28%	1,538,343	3	48282	32
FOOTWEAR	30	100% of the enterprises are located in Dhaka	15,947,896	32	6900	2311
BAKERY	140	Dhaka Division 90% and rest of the country 10%	4,307,972	9	5180	832
LIGHT ELECTRICAL	38	98% of the enterprises located in Dhaka Division	9,438,417	19	874	10799
WOMEN BUSINESS DEVELOPMENT UNIT (WBUDU)	167	45% in Dhaka Division, 25% Chittagong, 15% Rajshahi, 10% Khulna, 5% in Sylhet	1,256,855	3	2680	469
LOAN FACILITATION UNIT (LFU)	123	33% in Dhaka Division, 17% Chittagong, 50% Rajshahi Division	2,242,106	5	732	3063
COMMUNICATION & TRAINING UNIT (CTU)	172	45% in Dhaka Division, 20% Bogra, 10% Comilla, 5% Khulna and 5% Rangpur, 10% Chittagong, 10% Rajshahi	6,281,777	13	3935	1596
TOTAL	910		49,654,655	100	97,095	511

* Taka 50.8 = \$ 1.00

Overview summary of 1st quarter (January-March) 2000

Overview summary of completed, accumulative training and other workshops, trade fairs, launch events by quarter covering the period July 1998 - March 2000

JOB Program	Number of activities	Number of enterprises	Number of participants
SME			
Small and Medium Enterprise	35	610	1202
WBDU			
Womens Business Development Unit	11	199	208
ECBS/Export Catalogue Briefing Sessions	2	34	34
Bangladesh and Export Trade Fair	5	220	624
Major JOBS Program Conferences and Meetings Attended	6		182
ME			
Borrowers Training (Formal)	26	856	856
Borrowers Training (Non formal)	225	5625	5625
TOT & Workshop	25	411	492
Policy			
Writers/Journalists of the Year Policy/Advocacy Awards Launch Event; Policy Issues/SME Promotional Activities	1		46
Regional Workshops	5	72	479
Total	341	8027	9748

**Overview summary of 1st quarter (January-March) 2000
completed training and other workshops,
trade fairs, launch events etc
by JOBS Program component**

JOBS Program	Number of activities	Number of enterprises	Number of participants
SME			
Enterprise Development Unit (EDU)	1	23	23
Loan Facilitation Unit (LFU)	3	64	64
Communication and Training Unit (CTU)	3	59	59
WBDU/Womens Business Development Unit	4	74	74
Major JOBS Program Conferences and Meetings Attended	6		182
Bangladesh and Export Trade Fair	2	110	320
ME			
Borrowers Training (Formal)	1	231	231 *
TOT	1	1	15
Workshop	1	7	26
Total	22	569	994

(*) As per 30th of March, the training program is still going on

**Detailed 1st quarter (January - March) 2000
completed training and other workshops, trade fairs
launch events etc by JOBS program component**

SME

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO. OF ENTERPRISES	NO. OF PARTICIPANTS
11 Feb, 2000	Health & Hygiene Training for Bakery	Training Task Group Bangladesh (TTGB)	AID training hall, Zhenaidah	23	23
23 - 25, Feb, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Rajshahi	20	20
27 - 29, Feb, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Dinajpur	22	22
6 - 9, March, 2000 (CTU)	Basic Business Management Marketing and Bank loan application Procedure	Training Research and Information Network (TRIN)	Rajshahi Chamber of Commerce and Industry (RCCI)	18	18
11 - 13, March, 2000 (CTU)	Basic Business Management Marketing and Bank loan application Procedure	MIDAS	Comilla Chamber of Commerce and Industry (CCCI)	19	19

WIDU/Womens Business Development Unit

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO. OF ENTERPRISES	NO. OF PARTICIPANTS
24 - 25, March, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Bhuapur, Tangail	22	22
27 - 29, March, 2000 (CTU)	Basic Business Management Marketing and Bank loan application Procedure	MIDAS	Chittagong	22	22
Total of the Running Quarter				146	146

Business Application Proposals (EDI)	Ministry of Commerce & Industry				
Total of the Running Quarter				74	74

WBDU/Womens Business Development Unit

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Feb 22-24, 2000	Basic Business Management, Marketing & Loan Application Procedure	MIDAS	Dhaka	19	19
March 6-8, 2000	Basic Business Management, Marketing & Loan Application Procedure	MIDAS	Chittagong	20	20
March 11-13, 2000	Basic Business Management, Marketing & Loan Application Procedure	Enterprise Development Initiative (EDI)	Rajshahi	21	21
March 21-22, 2000	Basic Business Management, Marketing & Loan Application Procedure	Enterprise Development Initiative (EDI)	Sylhet Chamber of Commerce & Industry	14	14
Total of the Running Quarter				74	74

17 Mar 2000	LGED Conference	Amargaon, Sher-e-Bangla Nagar, Dhaka	27	
14 Feb 2000	7th Global Conference and Fair of the Women Entrepreneurs	New Delhi		
Total of the Running Quarter				182

Bangladesh and Export Trade Fairs

DATE	NAME OF TRADE FAIR	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Feb 26 - 28, 2000	Women's Job Opportunities Fair	JOBS	South Africa	5	6
March 7 - 8, 2000	Export Trade Fair	JOBS	Golf Club, Sylhet	105	315
Total of the Running Quarter				110	320

(*) Average 3 participants per stall

Major JOBS Program Conferences and Meetings Attended

DATE	MEETING TYPE	VENUE	NO. OF PARTICIPANTS
3 Jan, 2000	Meeting with women entrepreneurs	Sylhet Chamber of Commerce and Industry Office	13
28 Jan, 2000	Borrower's Conference	BSCIC Industrial Estate, Tangail	112
29 Jan, 2000	Monthly Meetings of Women Enterprise Association (WEA)	Dhanmondi, Dhaka	20
31 Jan, 2000	Micro Finance	Canadian Support Unit, Gulshan, Dhaka	10
27 Mar, 2000	LGED Conference	Agargaon, Sher-e-Bangla Nagar, Dhaka	27
7 - 9, Feb, 2000	7th Global Conference and Fair of the Women Entrepreneurs	New Delhi	?
Total of the Running Quarter			182

Bangladesh and Export Trade Fairs

DATE	NAME OF TRADE FAIR	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Feb 28 - March 3, 2000	Footwear and Accessories, Africa 2000	JOBS	South Africa	5	5
March 7 - 15, 2000	Sylhet Trade Fair	JOBS	Golf Club, Sylhet	105	315 *
Total of the Running Quarter				110	320

(*) Average 3 participants per stall

ME

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Jan 26, 2000	Workshop on JOBS Assistance Activities to the NGO sector	CRWRC	BRAC Conference Center, Rajendrapur	7	26
Feb 5 - 17, 2000	Training of Trainers (TOT) in Entrepreneurship Development & Business Management	Proshika	CDS	1	15
Total of the Running Quarter				8	41
Grand Total of the Running Quarter				338	763

**Detailed summary of completed, accumulative
training and other workshops, trade fairs, launch
events by quarter covering the period
July 1998 - March 2000**

SME

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Nov 22-26, 1998	Small Business Management Training for Bangladesh Footwear Manufacturers Association	Training Research and Information Network (TRIN)	In the Office of Bangladesh Footwear Manufacturers Association (BFMA)	22	22
Dec 7 - 19, 1998	Business Management Training for the Entrepreneurs of Bangladesh Plastic Manufacturers Association	Training Research and Information Network (TRIN)	Dhaka Chamber of Commerce Training Hall	10	12
Quarter wise sub-total				32	34
Year wise sub-total (1998)				32	34
March 31, 1999	Effective Business Management for Small and Medium Scale Electrical Goods Manufacturers	Business Advisory Services Center (BASC)	BASC Training Hall	13	15
Quarter wise sub-total				13	15
July 14-15, 1999	Business Management, Marketing & Bank Loan Application	Micro Industries Development Assistance and Services (MIDAS)	Dhaka	20	20
July 19 & 21, 1999	Business Management, Marketing & Bank Loan Application	Micro Industries Development Assistance and Services (MIDAS)	Khulna	20	20
July, 1999	Footwear Skill Development Training	Italian Consultant incooperation with Legacy Footwear	Legacy	1	126

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
July 19, 1999	Footwear Export Marketing and Development Assistance Workshop	JOBS Program	Hotel Purba	16	87
July 29 and 30, 1999	Handloom/Handicrafts Export Development and Assistance Workshop	JOBS Program	BRAC Center, Mohakhali	34	110
Aug 23-24, 1999	Phase One of JOBS' National Workshop on Business Management Marketing and Bank Loan Applications for SMEs	Training, Research and Information Network (TRIN)	Dhaka	21	21
Aug 29-30, 1999	Phase One of JOBS' National Workshop on Business Management Marketing and Bank Loan Applications for SMEs	Training, Research and Information Network (TRIN)	Khulna	21	21
August, 1999	Footwear Skill Development Training	Italian Consultant incooperation with Legacy Footwear	Legacy		135
Sept. 6, 1999	Workshop on Small & Medium Bekary Assistance	JOBS Program	IDB Bhaban, Agargaon, Dhaka	60	100
Sept 20,21 & 22, 1999	Business Management, Marketing & Bank Loan Application	Micro Industries Development Assistance and Services (MIDAS)	Dhaka	17	17
Sept 27,28 & 29, 1999	Business Management, Marketing & Bank Loan Application	Micro Industries Development Assistance and Services (MIDAS)	Dhaka	19	19
Sept 25, 1999	Footwear Workshop Mirpur Local Cluster	JOBS Program	Appex Footwear, Mirpur	1	32
Quarter wise sub-total				230	708
Oct'99	Footwear Skill Development Training	Italian Consultant incooperation with Legacy Footwear	Legacy	1	89
16 Oct, 1999	Health & Hygiene Training for Bakery	Training Task Group Bangladesh (TTGB)	BASC	18	18

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
30 Oct, 1999	Health & Hygiene Training for Bakery	Training Task Group Bangladesh (TTGB)	BASC	19	19
November 2 - 4, 1999 (LFU)	Bank SME Client Training in Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Munshigonj	19	19
November 11 - 13, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Enterprise Development Initiative (EDI)	BASC	11	11
November 18 - 20, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Enterprise Development Initiative (EDI)	BASC	13	13
November 18 - 21, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Training Research and Information Network (TRIN)	IDB Bhaban, Agargaon, Dhaka	18	18
20-Nov-99	Health & Hygiene Training for Bakery	Training Task Group Bangladesh (TTGB)	Sylhet Chamber of Commerce & Industries Conference Hall	15	15
Dec 1 - 3, 1999 (LFU)	Bank SME Client Training in Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Syedpur	20	20
Dec 6 - 8, 1999 (LFU)	Bank SME Client Training in Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Cox's Bazar	16	20

Annex C11

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Dec 11 - 15, 1999 (LFU)	CEFE Based Entrepreneurship Development for Agrani Bank Officers	Center for Human Excellence (CENCE)	Dhaka		15
Dec 13 - 15, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Enterprise Development Initiative (EDI)	Faridpur	19	21
Dec 19 - 21, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Training Research and Information Network (TRIN)	BASC	21	21
Quarter wise sub-total				190	299
Year wise sub-total (1999)				432	1022
Total (1998 & 1999)				464	1056
Feb 11, 2000	Health & Hygiene Training for Bakery	Training Task Group Bangladesh	AID training hall, Zhenaidah	23	23
Feb 23 - 25, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Rajshahi	20	20
Feb 27 - 29, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Dinajpur	22	22
March 6 - 8, 2000 (CTU)	Basic Business Management Marketing and Bank Loan Application Procedure	Training Research and Information Network (TRIN)	Rajshahi Chamber of Commerce and Industry (RCCI)	18	18
March 11 - 13, 2000 (CTU)	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Comilla Chamber of Commerce and Industry (CCCI)	19	19
March 24 - 26, 2000 (LFU)	Bank SME Client Training on Strengthening Business & Marketing Development	Center for Human Excellence (CENCE)	Bhuapur, Tangail	22	22
March 27 - 29, 2000 (CTU)	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Chittagong	22	22
Quarter wise sub-total				146	146
Year wise sub-total (2000)				146	146
Total (1998, 1999, & 2000)				610	1202

WBDU/Women Business Development Unit

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
Sept 29 & 30, 1999	Training Workshop on Costing, Pricing and Promotion for Women Entrepreneurs	JOBS Program	BASC	12	16
Quarter wise sub-total				12	16
November 2 - 4, 1999	Costing, Pricing and promotion for Women entrepreneurs	Training Research and Information Network (TRIN)	Dhaka	20	20
November 14 - 15, 1999	Costing, Pricing and promotion for Women entrepreneurs	Training Research and Information Network (TRIN)	Bogra	21	21
November 20 - 22, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Dhaka	16	19
November 20 - 22, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Nilufar Karim	Dhaka	19	19
November 28 - 30, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Khulna	17	19
December 3 - 4, 1999	Basic Business Management Marketing and Bank Loan Application Procedure	Nilufar Karim	Chittagong	20	20
Quarter wise sub-total				113	118
Feb 22-24, 2000	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Dhaka	19	19
March 6-8, 2000	Basic Business Management Marketing and Bank Loan Application Procedure	MIDAS	Chittagong	20	20
March 11-13, 2000	Basic Business Management Marketing and Bank Loan Application Procedure	Enterprise Development Initiative (EDI)	Rajshahi	21	21
March 21-22, 2000	Basic Business Management Marketing and Bank Loan Application Procedure	Enterprise Development Initiative (EDI)	Sylhet Chamber of Commerce & Industry	14	14
Quarter wise sub-total				74	74
Year wise total (1999 & 2000)				199	208

ECBS/Export Catalogue Briefing Sessions

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
9-Sep-99	Briefing session for export catalogue	JOBS	JOBS Conference Room	21	21
10-Oct-99	Briefing session for export catalogue	JOBS	JOBS Conference Room	13	13
Total				34	34

Bangladesh and Export Trade Fairs

DATE	NAME OF TRADE FAIR	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
June, 1999	Lessons Without Border, Chicago	JOBS	Chicago	6	6
19 - 23 Oct 1999	Footwear and Accessories, Africa 1999	JOBS	South Africa	7	7
26 - 28 Nov 1999	JOBS Trade Fair	JOBS	Gulshan Park	97	291 *
28 Feb - 3 Mar, 2000	Footwear and Accessories, Africa 2000	JOBS	South Africa	5	5
7 - 15 Mar, 2000	Sylhet Trade Fair 2000	JOBS	Golf Club, Sylhet	105	315 *
Total				220	624

(*) Average 3 Participants per stall

ME					
DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF NGOS	NO.OF PARTICIPANTS
09.05.98-14.05.98	Institutional strengthening training for potential NGOs who have applied to PKSf	CDF	CDF	20	20
Quarter wise sub-total				20	20
21.09.98-27.09.98	Credit Management	TARD	TARD	18	18
Quarter wise sub-total				18	18
01.10.98-06.10.98	Credit Management	CDS	CDS	19	19
08.11.98-14.11.98	Credit Management	TARD	TARD	19	19
Quarter wise sub-total				38	38
Year wise sub-total (1998)				76	76
30.1.99-05.02.99	Accounts and Financial Management	CDS	CDS	15	15
09.02.99 - 15.02.99	Savings and Credit Management	PROSHIKA	Koitta	16	16
13.02.99-18.02.99	Savings and Credit Management	IVS	IVS	20	20
13.02.99-18.02.99	Institutional strengthening training for potential NGOs who have applied to PKSf	CDF	CDF	14	14
27.02.99-05.03.99	Savings and Credit Management	CDS	CDS	20	20
01.03.99-07.03.99	Accounts and Financial Management	TARD	TARD	20	20
13.03.99-19.03.99	Accounts and Financial Management	CDS	CDS	22	22
14.03.99-20.03.99	Accounts and Financial Management	TARD	TARD	19	19
14.03.99-20.03.99	Accounts and Financial Management	IVS	IVS	21	21
21.03.99 - 25.03.99	Institutional Strengthening training for existing PKSf partners	RDA	RDA, BOGRA	29	29
Quarter wise sub-total				196	196
11.4.99 - 17.4.99	Training of Trainers (TOT)	PKSf	VERC	22	22
12.06.99-24.06.99	Entrepreneuership Development / Business Management	CARE	Ahsania Mission	18	18
Quarter wise sub-total				40	40

DATE	NAME OF TRAINING	ASSIGNED ORGANIZATION	VENUE	NO.OF NGOS	NO.OF PARTICIPANTS
July 10-22, 1999	Entrepreneurship Development / Business Management	CDS	CDS	19	19
July 10 -22, 1999	Entrepreneurship Development / Business Management	CARE	Ahsania Mission	19	19
Aug 7, 1999 - Aug 19, 1999	Training of Trainers (ToT) in Entrepreneurship Development	Step Towards Development	Steps Towards Development	11	21
Aug 29 - Sept 10, 1999	Training of Trainers (TOT) in Entrepreneurship Development & Business	Step Towards development	Step Towards Development	1	20
Sept 19 - oct 1, 1999	Training of Trainers (TOT) in Entrepreneurship Development & Business	Step Towards Development	Step Towards Development	1	20
Quarter wise sub-total				51	99
October 27 - November 8, 1999	Training of Trainers (TOT) in Entrepreneurship Development	STD Program & IASCB	STD	20	20
November 12 - 16, 1999	Savings, Credit and Financial Management	Proshika	Koitta	20	20
Quarter wise sub-total				40	40
Year wise sub-total (1999)				327	375
Jan 25, 2000	Workshop on JOBS Assistance Activities to the NGO Sector	CRWRC	BRAC Conference Center, Rajendrapur	7	26
Feb 5 - 17, 2000	Training of Trainers (TOT) in Entrepreneurship Development & Business Management	Proshika	CDS	1	15
Year wise sub-total (2000)				8	41
Grand Total (1998,99 & 2000)				411	492

Total number of entrepreneurs were 72, out of which 15 were female entrepreneurs and 57 were male entrepreneurs.

Launch Event by Policy Component

DATE	NAME OF WORKSHOP	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
8-Oct-98	Policy Issues Relating to Small and Medium Enterprises (SME) Development in Bangladesh	Jobs Program & FBCCI	Dhaka		68
Quarter wise sub-total					68
Year wise sub-total					68
February 18, 1999	Round Table Conference on Obstacles to Small and Medium Enterprise Development in Bangladesh	JOBS Program & The Daily Star	Dhaka		78
Quarter wise sub-total					78
21-Jun-99	Discussion Session on Implications of FY 2000 Budget on SME Development	JOBS Program & NASCIB	Dhaka		76
Quarter wise sub-total					76
Aug 19, 1999	Regional Workshop on SME Development Issues in Bangladesh and JOBS Technical Assistance Program to the SME Sector	JOBS Program	Sylhet		125
Quarter wise sub-total					125
06-Nov-99	Regional Workshop on Small and Medium Enterprise (SME) Development Issues in Bangladesh	JOBS Program, NASCIB-Khulna & Khulna Chamber of Commerce	Khulna	72	*132
Quarter wise sub-total				*72	132
Year wise sub-total (1999)				72	411
Total (1998 & 1999)				72	479

*Note: Total no of Enterprises were 72 out of which 15 were female entrepreneur and 57 were male entrepreneur

Launch Event by Policy Component

DATE	DESCRIPTION	ASSIGNED ORGANIZATION	VENUE	NO.OF ENTERPRISES	NO.OF PARTICIPANTS
14-Oct-99	Writers/ Journalists of the Year Policy/ Advocacy Awards Launch Event; Policy Issues/ SME Promotional Activities	JOB'S Program	Dhaka		46
Total					46

I. Sales growth (\$)

SME :	EDU	1,170,000	1,193,000	1,215,000	3,587,500	18
	WBDDU	150,000	225,000	300,000	675,000	3
	LFU	92,300	184,000	276,000	552,300	3
	CTU	55,000	237,000	321,000	613,000	4
		1,467,300	1,839,000	2,112,000	5,419,200	
ME		4,700,000	6,000,000	4,200,000	14,900,000	73
		6,167,300	7,839,000	6,312,000	20,319,200	

J. Export growth (\$)

SME		960,000	960,000	960,000	2,880,000	
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K. Jobs growth (nos)

SME :	EDU	1,315	1,315	1,315	3,945	7
	WBDDU	125	280	200	575	1
	LFU	20	39	47	106	
	CTU	300	280	225	675	1
		1,660	1,854	1,787	5,301	
ME		15,000	20,000	14,000	49,000	90
		16,660	21,854	15,787	54,241	

L. Value of new jobs created (\$)

SME :	EDU	473,000	473,000	473,000	1,419,000	13
	WBDDU	45,000	90,000	72,000	307,000	2
	LFU	7,200	14,040	16,920	38,160	
	CTU	72,000	90,000	18,000	243,000	2
		597,200	667,040	642,920	1,907,160	
ME		2,779,500	3,706,000	2,594,200	9,079,000	83
		3,376,700	4,373,040	3,237,120	10,986,860	

cont:

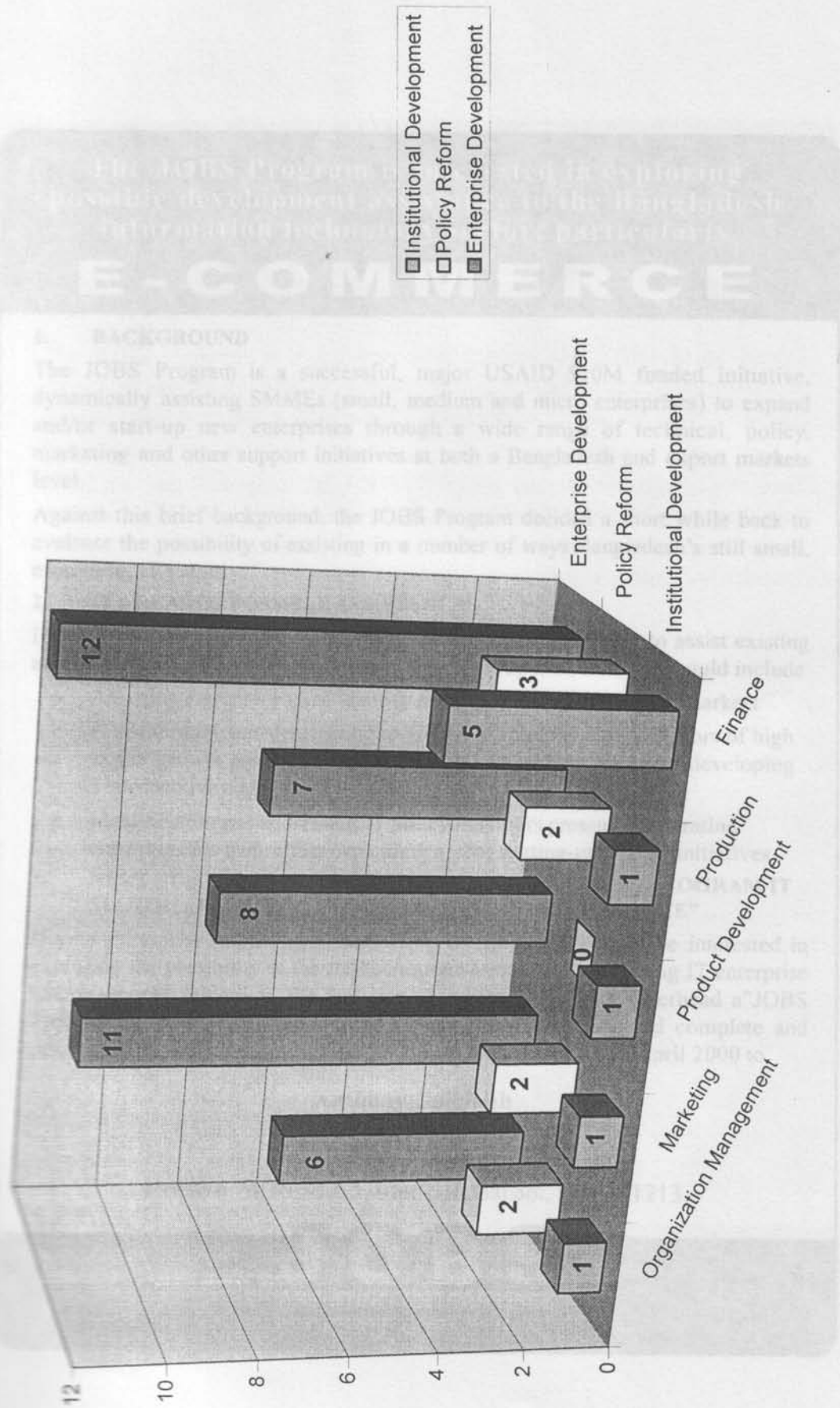
**USAID/IRIS internal JOBS Program March 2000 evaluative
/strategic retreat R4 projections – discussion draft**

JOBS component and/or unit	Year ending September			Total	%
	2000	2001	2002		
SO Indicator					
i. Sales growth (\$)					
SME : EDU	1,170,000	1,193,000	1,215,000	3,587,000	18
WBDU	150,000	225,000	300,000	675,000	3
LFU	92,300	184,000	276,000	552,300	3
CTU	55,000	237,900	321,000	613,900	4
	1,467,300	1,839,900	2,112,000	5,419,200	
ME	4,700,000	6,000,000	4,200,000	14,900,000	73
	6,167,300	7,839,900	6,312,000	20,319,200	
ii. Export growth (\$)					
SME	960,000	960,000	960,000	2,880,000	
iii. Jobs growth (nos)					
SME : EDU	1,315	1,315	1,315	3,945	7
WBDU	125	250	200	575	1
LFU	20	39	47	106	
CTU	200	250	225	675	1
	1,660	1,854	1,787	5,301	
ME	15,000	20,000	14,000	49,000	90
	16,660	21,854	15,787	54,241	
iv. Value of new jobs created (\$)					
SME : EDU	473,000	473,000	473,000	1,419,000	13
WBDU	45,000	90,000	72,000	207,000	2
LFU	7,200	14,040	16,920	38,160	
CTU	72,000	90,000	18,000	243,000	2
	597,200	667,040	642,920	1,907,160	
ME	2,779,500	3,706,000	2,594,200	9,079,000	83
	3,376,700	4,373,040	3,237,120	10,986,860	

(51% SME/Policy + 49% ME) cont:

JOBS component and/or unit	Year ending September			Total	%
	2000	2001	2002		
Stronger market orientation in assisted enterprises					
i. # entering new markets	14	19	24	57	15
ii. # introducing new products	105	107	109	321	85
Enterprises/entrepreneurs trained					
i. # of men	3,003	3,145	2,207	8,355	27
ii. # of women	7,562	8,595	6,289	22,466	73
iii. Total i. & ii.	10,565	11,740	8,496	30,801	
Improved products/services					
i. # improving product quality	52	85	115	252	55
ii. # reducing costs	45	70	95	210	45
Increased access to capital					
i. Capital from USAID assisted financial intermediaries (\$)					
ii. Capital leveraged from other sources (\$)	396,005	652,000	896,015	1,548,015	
Other					
i. # of enterprises/households assisted	10,259	12,004	9,264	31,797	
ii. # of i. of which women owned	7,248	8,266	7,483	22,997	72
iii. # of IFIs assisted					
iv. Forecast activities budget expenditure (\$)	1,411,297	992,093	801,054	2,934,444	
					(51% SME/Policy : 49% ME)

Number of JOBS intervention tools used in different aspects of SMME development



The JOBS Program is interested in exploring possible development assistance to the Bangladesh information technology sector; particularly

E - C O M M E R C E

1. BACKGROUND

The JOBS Program is a successful, major USAID \$10M funded initiative, dynamically assisting SMMEs (small, medium and micro enterprises) to expand and/or start-up new enterprises through a wide range of technical, policy, marketing and other support initiatives at both a Bangladesh and export markets level.

Against this brief background, the JOBS Program decided a short while back to evaluate the possibility of assisting in a number of ways Bangladesh's still small, expanding IT sector.

2. IT AREAS OF POSSIBLE ASSISTANCE

Illustrative areas where the JOBS Program may possibly be able to assist existing and/or potential IT SMMEs to expand and/or start-up new initiatives could include

- a. Assisting entrepreneurs to identify and penetrate new IT export markets
- b. IT technology transfer training to groups of entrepreneurs in sectors of high export growth potential where Bangladesh has the possibility of developing a competitive edge
- c. Identification and addressing IT policy inhibitors presently frustrating entrepreneurs from either expanding and/or starting-up new IT initiatives

3. NEXT STAGE—COMPLETION AND RETURN OF A "JOBS PROGRAM IT SECTOR APPLICATION FORM FOR POSSIBLE ASSISTANCE"

If your enterprise (including organizations or institutions) could be interested in exploring the possibility of the JOBS Program assisting your existing IT enterprise and/or new IT initiatives, the first step is to request on your letterhead a "JOBS Program IT sector application form for possible assistance", and complete and return it with your "two page proposal" by not later than the 15th April 2000 to

Anthony Dagleish

Program Manager

JOBS Program

House # 24, Road # 7, Block-H, Banani, Dhaka-1213

J O B S

**ASSISTING ENTERPRISES
TO CREATE EMPLOYMENT!**

সিলেট চেম্বার অব কমার্স এণ্ড ইণ্ডাস্ট্রি
The Sylhet Chamber of Commerce & Industry

JOBS PHASE-II SME TRAINING PROGRAM
IDENTIFICATION OF POSSIBLE
TRAINING CONSULTANTS

The JOBS Program is a dynamic and successful USAID \$10m funded initiative assisting SMMEs (small, medium and micro enterprises) to expand their businesses both within Bangladesh and at an export markets level.

Over the last 9 months the JOBS Program has trained over 1500 SME executives and personnel in a wide range of business, marketing and other skills development activities; and we will shortly launch Phase two of our national training program encompassing the following sectors, where each training workshop will be of two days duration

1. How to sell and promote your products(s) in the Bangladesh and export markets
2. How to successfully respond to export buyers and effectively complete export order documentation
3. How to cost and price your product(s) for the Bangladesh and export markets

Against this brief background, the JOBS Program is now seeking to identify for possible preliminary discussion, organizations and consultants who have proven training experience in the above 1.-3. sectors. Interested organizations and consultants should initially send two copies of their full credentials/experience document by not later than the 12th April 2000 to

Syed Latif Hossain

Manager

Communications & Training Unit

JOBS Program

House # 24, Road # 7, Block-H, Banani, Dhaka-1213

JOBS
ASSISTING ENTERPRISES
TO CREATE EMPLOYMENT!



দি সিলেট চেম্বার অব কমার্স এণ্ড ইণ্ডাস্ট্রি

The Sylhet Chamber of Commerce & Industry

CHAMBER BUILDING
JAIL ROAD, P.O. BOX NO 97
SYLHET, BANGLADESH
Tel: (0821) 714403, 716069
Fax: 880-821-715210

Ref.: SCCI/JOBS/99-2000/ 453

Mr. Anthony Dalglesh
JOBS Program Director
JOBS Program
House # 24, Road # 7, Block-H
Banani, Dhaka.

21.03.2000

Dear Mr. Dalglesh,

We would like to take this opportunity to extend our thanks and gratitude to you for kind assistance from JOBS for holding a Trade Fair from 7th to 15th March 2000 at the Lackatoorah Golf Club Premises in Sylhet.

Without your kind help & co-operation it would not be possible on our part to organise a Trade Fair of this magnitude.


In this Trade Fair 124 enterprises from different parts of the country participated.

Your kind help will go a long way to help & promote business of the SME Sector in Bangladesh.

We look forward to have fruitful relationship with JOBS Program.

Thanking you.

Yours sincerely,


Md. Sarwan Choudhury
President

The New York Home Textile Show

March 31 to April 3, 2000

JACOB K. JAVITS CONVENTION CENTER
NEW YORK

BANGLADESH PAVILION
HANDMADE TEXTILES OF BANGLADESH

We welcome you to visit us
Stall : 465,467,564,566



BANAJ BARNALI

GRAMEEN UDDOG

KAY KRAFT

NIPUN

Prabartana

The New York Home Textile Show
March 31 to April 3, 2000
JACOB K. JAVITS CONVENTION CENTER
NEW YORK

Summary of the value of
"free media publicity" by the
JOBS Program during the
1st Quarter (January - March) 2000

**JOBS PHASE-II SME TRAINING PROGRAM
IDENTIFICATION OF POSSIBLE
Training Consultants
Skill Development Training on
VEGETABLE DYING**

The JOBS Program is a successful, major USAID \$10M funded initiative, dynamically assisting SMMEs (small, medium and micro enterprises) to expand and/or start-up new enterprises through a wide range of technical, policy, marketing and other support initiatives at both a Bangladesh and export markets level.

Over the last 9 months the jobs program has trained over 1500 SME executives and personnel in a wide range of business, marketing and other skills development activities; and we will shortly launch Phase-II of our national training program which will also include a number of specific skills development training programs. At this stage we are looking for interested training consultants (individuals and/or organizations) for possible selection to conduct training course(s) on

Vegetable Dying and Printing

Interested organizations and consultants are requested to send two copies of their full credentials/experience document along with proposals and budgets by not later than the 10th April 2000 to

Nadia Erfan
Assistant Manager
Handloom/Handicrafts section, EDU
JOBS Program
House # 24, Road # 7, Block-H, Banani, Dhaka-1213

JOBS
ASSISTING ENTERPRISES
TO CREATE EMPLOYMENT!

**Summary of the value of
“free media publicity” by the
JOBS Program during the
1st Quarter (January – March) 2000**

JOBS Component or Unit	In Taka	In US \$(*)	%
a. SME Unit	271,100	5,337	65
b. WBDU/Women Business Development Unit	94,050	1,851	23
c. Policy Component	52,125	1,026	12
Total	417,275	8,214	100

* Taka 50.8 = \$ 1.00

Detailed value of " free media publicity " securements by JOBS SME component

January - March 2000

SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL INCH	COL. INCH	AMOUNT IN TAKA
1	Vol. 63 # 3 Sept-Oct 1999	S & V (South Africa)	Caption with Photograph of Deligation Team of JOBS and Manufacturers in South Africa.	3	3	10800
2	Vol. 63 # 4 Nov-Dec 1999	S & V (South Africa)	Caption with Photograph of Deligation Team of JOBS and Manufacturers in South Africa.	2.5	3	9000
3	SATURDAY JAN, 8, 2000	THE DAILY ITTEFAQ	Photograph With Caption On a Mini Market Organized by Participants As Part of JOBS Training Program on Bank SME Client Training in Cox's Bazar	2	2	3600
4	ISJUE NO 139, JAN,2000	COMMERCE & INDUSTRY	JOBS Trade Fair '99	12	36	324000
6	VOL- IX, ISJUE NO 10, JAN 1-15, 2000	THE BANGLADESH MONITOR	Bangladesh Achieves Major Success in International Footwear Fair in Association with JOBS	3	8	16800
6	MONDAY JAN,17, 2000	THE DAILY JANAKANTHA	Entrepreneur Development- A Challenge of 21st Century	5	12	51000

Annex E3

February							
Sl. NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
1	THURSDAY FEB, 3, 2000	THE DAILY ITTEFAQ	Photograph With Caption of JOBS Program Awarded Bonze Prize on International Trade Fair of Footwear Exporters Held in Johannesburg, South Africa	2	3.5	7	6300
2	FRIDAY FEB, 11, 2000	JHINEDAR BANI	A Training Workshop Of Bakery Development	2	14	28	19600
3	SATURDAY FEB, 12, 2000	THE DAILY LOKSAMAJ	A Training Workshop Of Bakery Owner Held in Jhenidah	1	2.5	2.5	1750
4	SATURDAY FEB, 12, 2000	THE DAILY JHENIDHA	Jerm Free Bakery Products-An Opening Ceremony of JOBS Workshop	1	10.5	10.5	7350
5	ISSUE NO 140, FEB, 2000	COMMERCE & INDUSTRY	Taking Bangladeshi Laether to New Heights: JOBS Perspective	9	27	243	182250
6	ISSUE NO 140, FEB, 2000	COMMERCE & INDUSTRY	Collective Efforts in Training and Marketing Can Expedite Further Development of Leather Footwear Sector	6	18	108	81000

Annex E4

March							
SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL, INCH	AMOUNT IN TAKA
1	FRIDAY MARCH, 3, 2000	BUSINESS REPORT	Leather Footwear From Bangladesh Makes Favourable Impression In South African Market	2	5	10	7000
2	SUNDAY MARCH, 5, 2000	THE DAILY STAR	Photograph With Caption Of JOBS Workshop On Bank SME Client Training Held in Rajshahi	2	8	16	12000
3	SUNDAY MARCH, 5, 2000	THE FINANCIAL EXPRESS	Photograph With Caption Of JOBS Workshop On Bank SME Client Training Held	2	8	16	12000
4	SUNDAY MARCH, 5, 2000	THE BANGLABAZAR POTRIKA	Sylhet Trade Fair -2000 Begins From 7 March, 2000	1	5	5	3500
5	SUNDAY MARCH, 5, 2000	THE DAILY JALALABAD	Participants Of Sylhet Trade Meets An Urgent Meeting Today	1	2	2	1400
6	SUNDAY MARCH, 5, 2000	THE DAILY SYLHET BANI	Participants Of Sylhet Trade Meets An Urgent Meeting Today	1	2.5	2.5	1750
7	SUNDAY MARCH, 5, 2000	DAINIK SYLHETER DAK	Participants Of Sylhet Trade Meets An Urgent Meeting Today	1	1.5	1.5	1050
8	SUNDAY MARCH, 5, 2000	DAINIK MANCHITRA	Participants Of Sylhet Trade Meets An Urgent Meeting Today	1	1.5	1.5	1050

Annex E5

SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL INCH	COL INCH	AMOUNT IN TAKA
9	MONDAY MARCH, 6, 2000	THE BANGLADESH OBSERVER	Photograph With Caption Of JOBS Workshop On Bank SME Client Training Held in Rajshahi	2	6	9000
10	MONDAY MARCH, 6, 2000	PROTHOM ALO	Sylhet Trade Fair Begins From Next Tuesday	2	4.5	5400
11	MONDAY MARCH, 6, 2000	DAINIK MANCHITRA	Sylhet Trade Fair Begins From 7 March at Golf Club Field	1	2.5	1750
12	MONDAY MARCH, 6, 2000	THE DAILY SYLHETER DAK	Sylhet Trade Fair Begins From Tomorrow at Lakkatura	2	3.5	4900
13	MONDAY MARCH, 6, 2000	THE DAILY JALALABAD	Sylhet Trade Fair Begins From Tomorrow at Lakkatura	2	4.5	6300
14	TUESDAY MARCH, 7, 2000	THE FINANCIAL EXPRESS	10- Day Trade Fair Begins in Sylhet Today	1	4.5	3375
15	TUESDAY MARCH, 7, 2000	BHORER KAGOJ	Trade Fair Begins in Sylhet Today	1	3.5	2450
16	TUESDAY MARCH, 7, 2000	THE DAILY SONALI SANGBAD	Rajshahi Chamber of Commerce and JOBS has Jointly Started Training Workshop	1	3	2100
17	TUESDAY MARCH, 7, 2000	THE BANGLABAZAR POTRIKA	Trade Fair Begins in Sylhet Today	1	5	3500
18	TUESDAY MARCH, 7, 2000	DAINIK MANCHITRA	Sylhet Trade Fair -2000 Begins Today	3	4	8400
19	TUESDAY MARCH, 7, 2000	DAINIK SYLHETER DAK	10- Day Trade Fair Begins in Sylhet Today	1	3	2100
20	TUESDAY MARCH, 7, 2000	THE SYLHET BANI	Trade Fair Begins in Lakkatura Today	2	5.5	7700

Annex E6

Sl. No	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
21	TUESDAY MARCH, 7, 2000	DAILY JUGVERY	Trade Fair Begins in Golf club Field Today	1	4.6	4.6	3150
22	TUESDAY MARCH, 7, 2000	THE DAILY JALALABAD	Sylhet Trade Fair Begins Today	1	4	4	2800
23	TUESDAY MARCH, 7, 2000	THE DAILY JALALABAD	Advertisement on Sylhet Trade Fair -2000	-	-	-	
24	WEDNESDAY MARCH, 8, 2000	THE BANGLADESH OBSERVER	Sylhet Trade Fair Begins	2	2.5	5	3750
25	WEDNESDAY MARCH, 8, 2000	BHORER KAGOJ	Sylhet Trade Fair Begins in Lakkatura Field	2	3.5	7	4900
26	WEDNESDAY MARCH, 8, 2000	THE DAILY ARTHANEETI	Trade Fair Begins in Sylhet	1	5	5	3000
27	WEDNESDAY MARCH, 8, 2000	PROTHOM ALO	Trade Fair Begins in Sylhet	1	3.5	3.5	2100
28	WEDNESDAY MARCH, 8, 2000	THE BANGLABAZAR POTRIKA	Wondreland Took Pavaillon in Sylhet Trade Fair	1	5	5	3500
29	WEDNESDAY MARCH, 8, 2000	THE DAILY JALALABAD	Photograph With Caption On Press Conference Of Wonderland GM In Sylhet Trade	2	9.5	19	13300
30	WEDNESDAY MARCH, 8, 2000	DAINIK SYLHETER DAK	Caption With Photograph of Welcoming Speech Of Program Manager On Opening Ceremony Of Sylhet Trade Fair	3	5	15	10500
31	WEDNESDAY MARCH, 8, 2000	DAINIK MANCHITRA	Sylhet Trade Fair Jointly Organized By JOBS and Sylhet Chamber Begins	2	9	18	12600
32	THURSDAY MARCH, 9, 2000	THE NEW NATION	Sylhet Trade Fair 2000 Launched	4	8	32	19200

Annex E8
Annex E7

BL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
33	THURSDAY MARCH, 9, 2000	THE INDEPENDENT	Trade Fair 2000 Begins at Sylhet	4	8.5	34	25500
34	THURSDAY MARCH, 9, 2000	BHORER KAGOJ	Sylhet Trade Fair - Few Visits Due To Unfavorable Weather	1	2.5	2.5	1750
35	THURSDAY MARCH, 9, 2000	THE DAILY SONALI SANGBAD	Training Workshop of JOBS and Rajshahi Chember Ends	2	6.5	13	9100
36	THURSDAY MARCH, 9, 2000	DAINIK BARTA	Business Management and Bank Loan facilitation Training Workshop of JOBS and Rajshahi Chember Ends	1	4.5	4.5	3150
37	THURSDAY MARCH, 9, 2000	DAINIK MANCHITRA	Few Visitors in Sylhet Trade Fair	1	4.5	4.5	3150
38	THURSDAY MARCH, 9, 2000	DAINIK SYLHETER DAK	Venue Of Sylhet Trade Fair is Very Attractive	4	9	36	25200
39	THURSDAY MARCH, 9, 2000	THE DAILY SYLHET BANI	Venue Of Sylhet Trade Fair is Very Attractive	3	10	30	21000
40	THURSDAY MARCH, 9, 2000	THE DAILY JALALABAD	Photograph With Caption On Opening Ceremony Of Sylhet Trade Fair -2000	3	7	21	14700
41	THURSDAY MARCH, 9, 2000	THE DAILY SYLHET BANI	Photograph With Caption On Press Conference Cf Wonderland GM In Sylhet Trade	3	5.5	16.5	11550
42	THURSDAY MARCH, 9, 2000	DAINIK JUGVERY	Opening Ceremony Of Wonderland pavilion in Sylhet Trade Fair	2	3	6	4200
43	THURSDAY MARCH, 9, 2000	DAINIK SYLHETER DAK	Advertisement on Sylhet Trade Fair -2000	-	-	-	-
44	FRIDAY MARCH, 10, 2000	THE DAILY STAR	9 - Day Trade Fair Begins in Sylhet	1	5.5	5.5	4125

Annex E8

Annex E9

BL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
45	FRIDAY MARCH, 10, 2000	PROTHOM ALO	Tribal Handicrafts and Golf Course Attracts Everybody	2	6	12	7200
46	FRIDAY MARCH, 10, 2000	THE BANGLADESH OBSERVER	Trade Fair Begins in Sylhet	1	9.5	9.5	7150
47	FRIDAY MARCH, 10, 2000	DAINI MANCHITRA	Sylhet Trade Fair is Crowded with Visitors and Buyers	2	6.5	13	9100
48	FRIDAY MARCH, 10, 2000	DAINI JUGVERY	Minister Of Commerce Visits Sylhet Trade Fair	3	7.5	22.5	15750
49	FRIDAY MARCH, 10, 2000	THE DAILY SYLHET BANI	Minister Of Commerce Visits Sylhet Trade Fair	3	4	12	8400
50	FRIDAY MARCH, 10, 2000	DAINI SYLHETER DAK	Photograph With Caption of Minister Of Commerce Sits With Sylhet Chamber	2	6	12	8400
51	FRIDAY MARCH, 10, 2000	THE DAILY JALALABAD	Photograph With Caption of Minister Of Commerce Sits With Sylhet Chamber	3	8	24	16800
52	FRIDAY MARCH, 10, 2000	DAINI SYLHETER DAK	Advertisement on Sylhet Trade Fair -2000	-	-	-	
53	SATURDAY MARCH, 11, 2000	BHORER KAGOJ	Sylhet Trade Fair is Not Yet Crowded	2	5	10	7000
54	SATURDAY MARCH, 11, 2000	DAINI JUGVERY	MP Imran Ahmed Visits Sylhet Trade Fair	1	3.5	3.5	2450
55	SATURDAY MARCH, 11, 2000	DAINI JUGVERY	Sylhet Trade Fair is Crowded with Visitors and Buyers	3	3.5	10.5	7350
56	SATURDAY MARCH, 11, 2000	THE DAILY SYLHET BANI	Sylhet Trade Fair is Over Crowded Yesterday	2	6.5	13	9100
57	SATURDAY MARCH, 11, 2000	DAINI SYLHETER DAK	Sylhet Trade Fair is Over Crowded Yesterday, Some are Busy With Eid Shopping	2	4	8	5600

Annex E9

Annex E10

SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
58	SATURDAY MARCH, 11, 2000	THE DAILY JALALABAD	Sylhet Trade Fair is Over Crowded Yesterday, Some are Busy With Eid Shopping	2	7.5	15	10500
59	SATURDAY MARCH, 11, 2000	THE DAILY JALALABAD	MP Imran Ahmed Visits Sylhet Trade Fair	2	5	10	7000
60	SUNDAY MARCH, 12, 2000	BHORER KAGOJ	Sylhet Trade Fair is Crowded With Visitors and Buyers	2	5	10	7000
61	SUNDAY MARCH, 12, 2000	THE BANGLABAZAR POTRIKA	Sylhet Trade Fair is Crowded With Visitors and Buyers	3	10	30	21000
62	SUNDAY MARCH, 12, 2000	DAINIK SYLHETER DAK	MP Imran Ahmed Visits Sylhet Trade Fair	1	3	3	2100
63	SUNDAY MARCH, 12, 2000	THE DAILT SYLHET BANI	Sylhet Trade Fair is Crowded With Visitors and Buyers	2	6	12	8400
64	SUNDAY MARCH, 12, 2000	DAINIK SYLHETER DAK	Advertisement on Sylhet Trade Fair -2000	-	-	-	-
65	SUNDAY MARCH, 12, 2000	THE DAILY JALALABAD	Advertisement on Sylhet Trade Fair -2000	-	-	-	-
66	MONDAY MARCH, 13, 2000	DAINIK JUGVERY	Sylhet Trade Fair is Over Crowded	3	8	24	16800
67	MONDAY MARCH, 13, 2000	DAINIK SYLHETER DAK	50 Illegal Stalls Problem In Outside Of The Trade Fair	2	4	8	5600
68	MONDAY MARCH, 13, 2000	PROTHOM ALO	Photograph with Caption On Entrance Gate Of Sylhet Trade Fair	2	2.5	5	3000
69	MONDAY MARCH, 13, 2000	THE DAILY JALALABAD	Illegal Stalls, Problem In Outside Of The Trade Fair Venue, Police Authority is Silent	2	6.5	13	9100

Annex E10

Sl. No	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
70	MONDAY MARCH, 13, 2000	THE DAILY JALALABAD	Sylhet Trade Fair Is Crowded, Signature Campaign For Demanding Extension Of The	2	9	18	12600
71	MONDAY MARCH, 13, 2000	DAINIK MANOB ZAMIN	Flow of people in Sylhet Trade Fair 2000	3	8	24	16800
72	TUESDAY MARCH, 14, 2000	BHORER KAGOJ	Buyers are Busy with Eid Shopping in Sylhet Trade Fair	2	6	12	8400
73	TUESDAY MARCH, 14, 2000	DAINIK SYLHETER DAK	Sylhet Trade Fair Ends	2	6	12	8400
74	TUESDAY MARCH, 14, 2000	THE DAILT SYLHET BANI	Sylhet Trade Fair Ends Tomorrow, No Decision has Taken For Extension	2	6	12	8400
75	TUESDAY MARCH, 14, 2000	DAINIK JUGVERY	Sylhet Trade Fair Ends Tomorrow, No Decision has Taken For Extension	2	2.4	4.8	6300
76	TUESDAY MARCH, 14, 2000	THE DAILY JALALABAD	Sylhet Trade Fair Ends Tomorrow, No Decision has Taken For Extension	3	6	18	12600
77	WEDNESDAY MARCH, 15, 2000	BHORER KAGOJ	Today is The Last Day Of Sylhet Trade Fair	2	3.5	7	4900
78	WEDNESDAY MARCH, 15, 2000	BHORER KAGOJ	3 - Day Training Workshop of MIDAS Will Be started From 27 March in Chitagong	1	3	3	2100
79	WEDNESDAY MARCH, 15, 2000	DAINIK SYLHETER DAK	Sylhet Trade Fair Ends Today	2	2.5	5	3500
80	WEDNESDAY MARCH, 15, 2000	THE DAILY SYLHET BANI	Sylhet Trade Fair Ends Today	2	7	14	9800
81	WEDNESDAY MARCH, 15, 2000	THE DAILY JALALABAD	Sylhet Trade Fair Ends Today	2	9.5	19	13300

Annex E11

SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
82	WEDNESDAY MARCH, 15, 2000	THE DAILY JALALABAD	Trade Fair Before Eid Causes great Loose For Businessman in Sylhet	2	9.5	19	13300
83	THURSDAY MARCH, 16, 2000	DAINIK SYLHETER DAK	Chamber proved that they are also capable to contribute something in the national	2	7	14	9800
84	THURSDAY MARCH, 16, 2000	THE DAILY JALALABAD	Photograph with caption on closing ceremony in the Sylhet Trade Fair 2000	4	10	40	28000
85	THURSDAY MARCH, 16, 2000	THE DAILY JALALABAD	Fifty thousand visitors and transaction of crore taka in Sylhet Trade Fair 2000	2	6	12	8400
86	THURSDAY MARCH, 16, 2000	THE DAILY BHORER KAGOJ	Trade Fair 2000 in Sylhet Stadium	4	7	28	19600
87	THURSDAY MARCH, 16, 2000	THE DAILY BHORER KAGOJ	A round in Trade Fair 2000	3	10	30	21000
88	THURSDAY MARCH, 23, 2000	BANGLADESH OBSERVER	Advertisement for the post of training consultant				
89	THURSDAY MARCH, 23, 2000	BANGLADESH OBSERVER	Advertisement for the post of Marketing Manager (Micro Enterprise Component) & Deputy Manager (Marketing) of SME Development Unit				

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SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
90	THURSDAY MARCH, 23, 2000	THE DAILY JALALABAD	Prize distribution of Sylhet Trade Fair 2000 held	2	6	12	8400
91	FRIDAY MARCH, 24, 2000	DAILY JANAKANATHA	New York Home Textile Fair 2000 "Bangladesh in big canvas" -JOBS admirable initiative	6	11	66	56100
92	WEDNESDAY MARCH, 29, 2000	THE INDEPENDENT	Workshop on Bank SME clients training held	1	6	6	4500
93	THURSDAY MARCH, 30, 2000	THE DAILY JANAKANATHA	Advertisement for the post of Marketing Manager (Micro Enterprise Component) & Deputy Manager (Marketing) of SME Development Unit				
94	THURSDAY MARCH, 30, 2000	THE DAILY JANAKANATHA	Advertisement for the post of training consultant				
95	THURSDAY MARCH, 30, 2000	THE BANGLADESH OBSERVER	Advertisement for identification of possible training consultant.				
96	THURSDAY MARCH, 30, 2000	THE DAILY STAR	JOBS workshop held in Tangail	1	5	5	3750

Detailed value of " free media publicity " securements by JOBS WBDU component

January - March 2000

January							
SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
1	TUESDAY JAN, 4, 2000	THE DAILY SYLHETER DAK	Women Entrepreneurs Can Play Vital Role in Economic Growth of The Country	2	6.5	13	9100.00
2	TUESDAY JAN, 4, 2000	THE DAILY JALALABAD	Women Entrepreneurs Can Play Vital Role in Economic Growth of The Country	3	6	18	12600.00

Februar							
SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
1	WEDNESDAY FEB, 16, 2000	PROTHOM ALO	JOBS Sponsored A Training Workshop On Business Management For Women Entrepreneur	1	4	4	2400.00

March Sl. No	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
1	MONDAY MARCH, 20, 2000	THE DAILY STAR	Photograph With Caption on JOBS Workshop For Women Entrepreneurs Held in Rajshahi	3	9.5	28.5	21375.00
2	MONDAY MARCH, 20, 2000	THE BANGLADESH OBSERVER	Photograph With Caption on JOBS Training Workshop held	2	6	12	9000.00
3	WEDNESDAY MARCH, 22, 2000	THE DAILY JALALABAD	Women Entrepreneurs workshop inaugurated in Sylhet Chamber	3	5.5	16.5	11550.00
4	THURSDAY MARCH, 23, 2000	BHORER KAGCJ	Workshop of Women Entrepreneurs held in Sylhet	1	2	2	1400.00
5	THURSDAY MARCH, 23, 2000	THE DAILY JALALABAD	Workshop on Womewn Entrepreneur Development end in Sylhet	1	4	4	2800
6	THURSDAY MARCH, 23, 2000	DAILY JUGVERY	Workshop on Womewn Entrepreneur Development end in Sylhet	2	5.5	11	7700
7	WEDNESDAY MARCH, 29, 2000	THE DAILY STAR	Caption with photograph of workshop of Women Entrepreneur Development in Sylhet	3	3.5	10.5	7875
8	THURSDAY MARCH, 30, 2000	THE DAILY ARTHANITI	Workshop on Women Entrepreneur Development starts in Shihet	1	1.5	1.5	1050
9	THURSDAY MARCH, 30, 2000	THE NEW NATION	JOBS/USAID training held in Sylhet	2	6	12	7200

**Detailed value of " free media publicity "
 securements by JOBS Policy component**

January - March 2000

January							
SL NO	DATE PUBLISHED	NEWS PAPER	TOPIC	COL	INCH	COL. INCH	AMOUNT IN TAKA
1	ISSUE NO 139, JAN 2000	COMMERCE & INADUSTRY	Advertisement on JOBS Policy Writers - Journalists Award Proqramme	-	-	-	-
2	SUNDAY JAN, 30, 2000	THE DAILY STAR	SME Access To Credit, Movable Asset-based Lending	7	6.5	45.5	34125.00
3	MONDAY JAN, 31, 2000	THE DAILY STAR	SME Access To Credit, Movable Asset-based Lending	4	6	24	18000

Annex E15