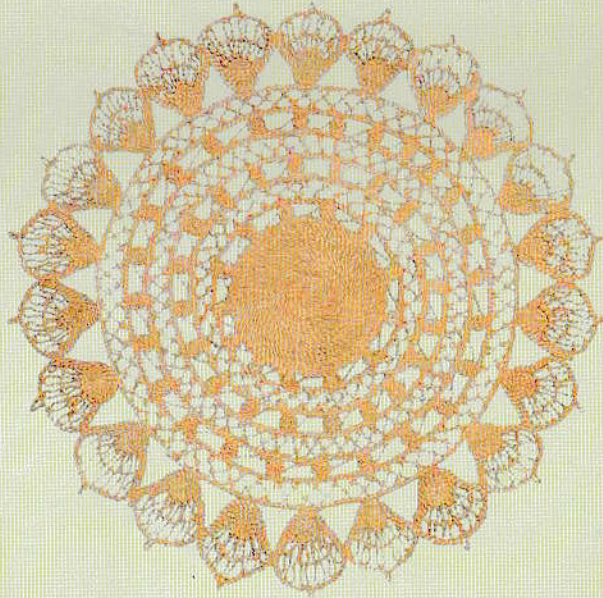




Ministry of Textiles and Jute

Jute Diversification Promotion Centre (JDPC)



Jute Diversification Promotion Centre (JDPC)

Jute Diversification Promotion Centre (JDPC) was established under the Ministry of Textiles & Jute in 2002. Jute is known as the golden fibre of Bangladesh which is used to produce diversified jute products. The main purpose of JDPC is to increase the use of diversified jute products domestic & international market to improve the socio-economic condition of the people who are engaged in this sector. JDPC is one of the most potential organizations to face the challenge of 21st century.

JDPC is working with specific objectives to achieve the SDG (goal 9 [9.2.1] & 17 [17.11]) so that Bangladesh can reach to the category of developed country within 2041.

Let us come to know the main activities of JDPC to achieve the target of development.

JDPC: An Organization

- Address : 145, Monipuripara, Tejgaon, Dhaka-1215.
- Display & Sales Centre : Display & Sales Centre (1st Fl),
145, Monipuripara, Tejgaon, Dhaka-1215.
- Raw-Material Bank : Raw Material Bank (RMB), Dhaka
145, Monipuripara, Tejgaon, Dhaka-1215.
: Raw Material Bank, Rangpur.
- Jute Entrepreneur : Dhaka, Rangpur, Chittagong, Jessore.
Service Centre (JESC) : Narshindi, Tangail, Jamalpur.

Manpower

- Total Manpower (Acting) : 47 (Male 43, Female 04)
- Manpower of JDPC (Acting) : 29 (Male 26, Female 03)
- Manpower of JESC (Acting) : 18 (Male 17, Female 01)

Entrepreneur Information

- Total number of Registered Entrepreneurs : 669 (Male 410, Female 259)
- Dhaka Division : 432 (Male 295, Female 137)
- Chittagong Division : 77 (Male 50, Female 27)
- Rangpur Division : 64 (Male 30, Female 34)
- Mymensingh division : 34 (Male 09, Female 25)
- Khulna Division : 32 (Male 07, Female 25)
- Rajshahi Division : 14 (Male 06, Female 08)
- Barisal Division : 04 (Male 02, Female 02)
- Sylhet Division : 12 (Male 11, Female 01)

Diversified Jute-Products

- Total Manufactured Diversified Jute Products -250 Types.**
Some important type of JDPs are given below:
- Office items** : Business card, file cover, magazine holder, paper holder, folder, diary cover, telephone index, card holder, pen holder, box file, calendar (wall/ desktop), CD cover, tissue box cover, slip pads etc.

- Different Types of Bags** : Shopping bags, grocery bags, laundry bags, tote bags, water carry-bags, lunch carry bags, wine bags, school bags, laptop bags, tab covers, seminar bags, fancy ladies bags, purses, coins purse, Party bag, wallet, mobile carry bag, travel bag, briefcase, suitcases etc;
- Home Decor Products** : Bed covers, bed sheets, sofa covers, curtains, seater, cushion covers, wall mats, showpieces, photo frames, flower Vass etc.;
- Household Products** : Table runner, napkin, tissue box holder, coaster, placemat, various types of basket such as fruit basket, laundry basket, tools basket, flower basket, teacozy, etc.;
- Nurseries Items** : Jute tape, nursery sheet, nursery pot etc;
- Fashion accessories** : Ladies and Gents shoes, sandals, carpet shoe, belts, hats, ornaments etc;
- Wearing Clothes** : Blazer, fatua, scarf, shawl, sari etc;
- Jute paper products** : Calendars, note book, diary, visiting card, greeting card etc;
- Miscellaneous** : Carpet/Floor mat, toys and gift items and showpieces etc.

Diversified Jute Products are exported

- Total number of countries - 118. Name of the mentionable countries are :**
- America** : Argentina, Columbia, Canada, Mexico, Jamaica, Brazil, Bermuda, Costarica, Chile, Parague, Urugue, etc.
- Europe** : Italy, Germany, France, Belgium, England, Spain, Sweden, Denmark, Poland, Switzerland, Greece, Netherland, etc.
- Asia** : India, Malaysia, Srilanka, Saudi Arabia, Singapore, UAE, China, Japan, Kuwait, Nepal, Maldives, Pakistan, Indonesia, etc.
- Africa** : Kenya, Zimbabwe, South Africa, South Sudan, Nigeria, Algeria, Ghana, Sudan, etc.,

Main Activities

Entrepreneurs Development Service

- ✔ Entrepreneurs Registration;
- ✔ Publish Entrepreneurs Directory;
- ✔ Award for Encouraging Entrepreneurs;
- ✔ Exchange of views between JDPC and Entrepreneurs;
- ✔ Disseminate information about production & marketing;
- ✔ Awareness and motivational advice / counsel;
- ✔ Investment Service (Pre & Post Investment extension services).

Training

- ✔ Orientation of new entrepreneurs, Training on Skill Development, Higher Skill Development;
- ✔ Training on Marketing, Design Development & Product Development;
- ✔ Training on Dyeing, Finishing, Printing & Costing.

Arrange Local & International Fair

- ✔ Every year we observe National Jute Day on 6th March and organize a special fair on Jute Day;
- ✔ Arrange Local Fair regularly;
- ✔ Participation in Dhaka International Trade Fair every year;
- ✔ Participation in International Fair & Exhibition arranged by Export Promotion Bureau (EPB);
- ✔ Awareness building among the people about new product /JDPs through Exhibition/Fair.

Finding Loan Granting Source

- ✔ Steps for loan distributing & funding for entrepreneurs by the commercial bank
 - ✔ Help to borrow loan from commercial bank through SME Foundation.
 - ✔ Taking steps to build up a linkage programme with several Banks.

Technology & Technical Service Activities

Technology & Technical Services

- ✔ Acquire Technology & Technical information;
- ✔ Advocacy for appropriate machine choice.

Advertisement & Publication

Advertisement & Publication activities

- ✔ Using Press & Social Media;
- ✔ Arrange press conference;
- ✔ Arrange Workshop, Seminar, Round Table Meeting;
- ✔ Product Display in Foreign mission in Bangladesh and Bangladesh mission in abroad;
- ✔ Advertise Jute Product as gift item;
- ✔ Publish Article About Jute Diversified Product in News Paper/Journal;
- ✔ Sale arrangement of Jute Diversified Products in the duty free shop of Parjatan Corporation.





Win the World by Jute Boat

Design Development of Jute Product

- ✓ New Design Development Activities of diversified Jute Products along with traditional Products
 - ✓ Deploy the Foreign & International standard trainer for developing the jute products;
 - ✓ Special training on skill development;
 - ✓ Communication with the private sector entrepreneurs for collection of new by innovated design.

Implementation of Government Activities

- ✓ Implementation of Annual Performance Activities (APA);
- ✓ Implementation of Innovation Activities;
- ✓ Implementation of National Integrity System (NIS);
- ✓ Execute E-Filing system in official work.

Some Challenges of JDPC

- ✓ Lack of attractive lucrative standard Jute product;
- ✓ Inadequate supply of machine & tools for production;
- ✓ High Price of Fine yarn and fabrics;
- ✓ Lack of skill and awareness of entrepreneurs;
- ✓ Organizational communication gap and disinterest of using modern technology. Using the online information, communication and marketing activities is not up to the mark;
- ✓ Scarcity of R&D;
- ✓ Lack of novelty in advertisement.

Future Activities Plan

- ✓ Take initiative to set up JDPC in revenue structure;
- ✓ Set up JESC in every district of Bangladesh step by step;
- ✓ Raw Material Bank will establish in every district of Bangladesh step by step for supplying raw material in rational price;
- ✓ "Digital Jute Market Place" Project being implemented for introducing online marketing of JDPCs with the support of A2i Project;
- ✓ Take initiative development in local and overseas market for diversified Jute Products.

The dream of the People of this country is to turning Bangladesh into a developed country within 2041, we already have reached to the close door of poverty free country as per commitment of Five Year Plan. JDPC is working relentlessly to materialize the commitment & dream of the people.

In continuation to this, good reputation of high value added diversified jute products made of jute (the golden fibre of Bangladesh) and advancement of JDPC will flourish all over the world.

Let Everybody Say
"Banglar Paat Bisawmath"



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