

INTEGRATING ENVIRONMENTAL MANAGEMENT INTO DRR AND DRM IN COX'S BAZAR HOST COMMUNITIES, BANGLADESH

Study Report on Value Chain Analysis



13 January 2022

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1. Background

Aiming at improving the resilience of the host community people towards disaster-induced poverty in Cox's Bazar Sadar, Ramu, Ukhiya and Teknaf through creating opportunities for the host community people to be engaged with income generation and off-farm intervention PROTTYASHI with the support of IOM and funded by USAID's Bureau for Humanitarian Assistance (BHA) implementing the project "Integrating Environmental Management into DRR and DRM in Cox's Bazar host communities, Bangladesh".

This project aims to improve and diversify the livelihoods of the poor and disadvantaged who are affected by climate change and disasters. To identify alternative livelihoods on which the project can work, a thorough value chain selection and assessment will be carried out.

The main objective of the study is to identify potential value chains and analyze them in order to develop strategies and interventions to ensure sustainable livelihoods for project beneficiaries in Cox's Bazar Sadar, Ramu, Ukhiya, and Teknaf Upazilas.

2. Methodology

A. Strategic Meeting:

On 31 October 2021, a strategy discussion was held with representatives of the Chamber of Commerce and Industry, Sugandha Jhinuk Khudro Babsai Somobai Somiti, and Kotaloti Hawker Beach Somobai Somiti, Cox's Bazar. Additionally, members from the Beach Market Organization attended the event.

The purpose of this session was to review the current value chain and identify trades/services that may be developed at the micro-industry level in the project's working area. Following a participative debate on the proposed trades/services, Chamber of Commerce members advised evaluating the trades/services' feasibility within the value chain. The study involved desk research and establishment of a value chain analysis tool based on the discussions and recommendations of market participants.

B. Desk work:

To gain a foundational understanding of the ongoing value chain process and market potential in the Cox's Bazar area, literature from a variety of secondary sources were studied, including value chain reports, journals, government publications, and publications on off-farm transactions. Although this segment proposes strategic meetings with market participants, it also establishes the key informant interviewer's questionnaire, the focus group discussion questionnaire, the key informant interviewer's selection criteria, and the FGD modality.

C. Key Informant Interview (KII):

The key informant interview was conducted with individuals having the highest expertise in off-farm trade-based goods. The project's staff has been in contact with local community leaders and government authorities in order to identify key informants who can supply critical information.

Respondents were selected from Cox's Bazar Sadar, Ukhiya, Ramu, and Teknaf upazilas. This KII occurred between 18 and 27 December 2021. In all, 120 KIIs were conducted with three distinct types of respondents: whole sellers, traders, and business experts.

D. Focus Group Discussion (FGD):

Thirty focus group discussions were held in the Upazillas of Cox's Bazar Sadar, Ramu, Teknaf, and Ukhiya. FGDs are used to get a better understanding of present business models and trades/services in relation to social, cultural, economic, and resource settings. FGDs have taken into account the gender, age, and variety of male, female, and youth activities. Each FGD session had 12 participants. FGDs are beneficial for gathering information on off-farm business models and disseminating ideas and expertise within the project's geographic area. The group convened at a location conducive to conducting the talk comfortably and confidentially and in line with COVID-19 prevention measures.

3. Data Collection Method

Primary data were acquired at the field level via key informant interviews (KIIs) and focus group discussions (FGDs) with relevant market actors. Prior to data collection, the project team collaborated with IOM to design FGD questionnaires and a KII checklist; project personnel were trained. The project collects data using the kobo toolkit. In conjunction with IOM, the IEMDD project team developed tools for managing data from the following market actors: wholesalers, traders, and business experts. The entire KII was physically carried out. Each interview lasted between 40 and 60 minutes due to the organization of the questions.

A semi-structured interview questionnaire was developed in advance of the FGD. Employees from the IEMDD project performed the FGD with the assistance of a notetaker and narratively captured the content. Each FGD lasted between 1:30 to 2 hours.

4. Data Analysis

FGDs qualitative variables were assessed utilizing respondents' kinds forms and quantified on a nominal scale using numeric coding. Certain data and qualitative responses were quantified (i.e., total, frequency, average) and analyzed. Software and resources were used for data input and analysis. The Kobo toolkit was used to gather data, while MS Excel was utilized to compare and evaluate the findings. Finding factors such as demand and supply relationships, most lucrative suppliers, and so on for KII's data.

5. Limitation

During the data collecting process, communicating the information proved to be a difficult task. Because there was a potential of receiving skewed information, the KII required a long time to complete.

Because of time limits, the total sample size may be inadequate, and bias in sample selection as well as mistakes at various levels may arise; nevertheless, these issues were mitigated by the use of safeguards, bias and error management approaches, and mitigation measures.

6. Demographic information of the respondents

The project's intended beneficiaries, according to our understanding, are disadvantaged poor/ ultra-poor families, including women and jobless young, as well as their enrollment in the off-farm trade-based market. The catalyst's principal performers are individuals from various levels of the community. According to the project document, the IEMDD project aims to engage with 71% of women beneficiaries so that the initiative may concentrate on empowering women.

Here is the demographic data of FGD participants.

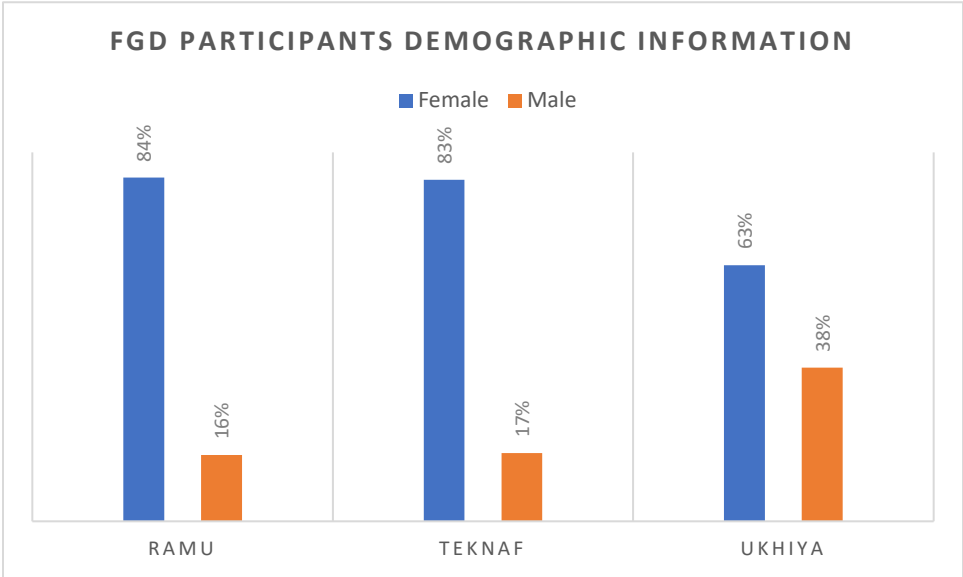


Figure 1: Demographic information of the FGD participants

7. Objective of Value Chain Assessment:

- To evaluate the current value chain in the project regions.
- To discover opportunities in off-farm trades and services that have been presented in project document.
- To determine which trades/services are suitable for micro-industry development.
- In the project working area, establish a value chain mechanism based on the planned off-firm trade/services.
- Identify market linkage support to provide a steady stream of revenue for project recipient

8. Brief overview of the Off-farm based products:

A. Clothing:

Clothing is made up of a number of distinct parts. Premade fabric that has been properly prepared may be utilized in a number of applications, including screen and block printing. Hand needlework and stone crafts are examples of clothing. There seems to be a wide range of components used in clothes.

Apparel made to standard sizes fits most people with standard designs, therefore ready-to-wear clothing is designed to be worn without substantial adjustments.

Women's haute couture fashion houses in Cox's Bazaar, Chittagong, and Dhaka also offer a ready-to-wear line, which makes more money due to the higher quantity of garments made and broader availability of the outfits.

The community placed orders with the local tailoring business for garments, or the clothing demand rises during the festival, when the clothing demand is at its greatest.

Swing machines are used both manually and electrically in Bangladesh.

There are many different types of clothing designs, which is why creating different clothes apparel designs takes time to fulfill company needs. The goal of learning a variety of clothing designs is to ensure that if an order comes in, they can fulfill it for the whole year, guaranteeing that their money source remains and that their families are supported.

B. Hand Stitching

Clothing also includes hand sewing. Hand stitching is a simple way of stitching hems, little sewing projects, and repairing garments and other objects. It can also adapt with very diverse kinds of products such as tablecloths, bed sheets, jewelry box, hand fan, small size katha, and ornaments box. Sometimes beneficiaries do not have access to a sewing machine, or the work is just easier to do by hand. Additionally, delicate materials cooperate better with hand-stitch.

Typically created from high-end, pricey cloth and hand-sewn with meticulous attention to detail by skilled seamstresses.

Currently, a large number of women work on part-time sewing and stitching to meet the needs of their local marketplaces.

C. Handicrafts

Handicrafts are a category of items that includes a broad variety of fashion and everyday necessities. Jute, bamboo, cane, mud, and other forms of stitching are used. The list also includes many forms of wooden crafts. The majority of the handicrafts are environmentally friendly. A popular handicraft is manufactured using a combination of methods, including the use of a machine.

Because the handicraft industry is a significant source of employment and income for skilled craftsmen, particularly in rural and urban regions, government agencies at both the national and state levels pay careful attention to it. Low levels of education among craftsmen and unit holders, as well as a lack of ability to adjust to changing market circumstances and absorb new technologies, have led to a decrease in both local and export markets, particularly during the economic slump. It is critical to develop important competencies in both craftspeople and unit holders so that they can deal with the growing issues of changing market conditions and technological innovation.

D. Jute Craft

Jute crafts are very popular at the Cox's bazar district market. Jute is used to manufacture a range of products, such as jute bags, pouch bags, and floormats. Despite Bangladesh's greater jute growth rate, obtaining raw materials at the district level is very simple.

Jute is utilized in a number of clothing items, with jute shoes being particularly popular. Despite the fact that this place has no experience with jute manufacturing, acquiring raw jute materials for use in other goods is far more practical.

Local producers can compete with international producers in terms of market growth, as well as tourism attraction. Cox's Bazaar is another important market for jute items.

- Jute Bag - Jute Basket - Jute Floor Mat – Espadrille

E. Wooden Craft

A significant amount of growth has occurred in the wooden craft industry over the last few years. The industry of Wooden Handicrafts in Bangladesh is a reflection of the correct shades of rural traditional style and beauty, as evidenced by the products produced. Handcrafted wooden items in Bangladesh also reflect the spirit of rural craftsmanship that exists throughout the country.

The term "Wooden Handicrafts" in Bangladesh refers to items made of wood that have both an artistic and a functional value. Craftsmen in Bangladesh create wooden handicrafts entirely by hand or with the aid of simple tools. This is one of the reasons why the Wooden Handicrafts industry in Bangladesh has flourished. In addition, it requires a minimal investment of capital as well as other resources. The Wooden Handicrafts industry in Bangladesh is primarily concentrated in rural and small-town settings. The industry of Wooden Handicrafts in Bangladesh is classified as a traditional rural small-scale industry, according to the World Bank. We use a variety of different types of wooden crafts, but what we do is make the wooden crafts out of waste wood, so that we don't harm any trees in the process.

F. Bamboo Products

Another prominent handcraft in Bangladesh is bamboo making. Bamboo is used by rural artisans and craftspeople to build a variety of furniture and other necessities. Bamboo craft has been performed for millennia, with ancient Bangladeshi tribes using bamboo to construct their homes.

Following the inflow, the Cox bazar sub district was forced to utilize a large number of bamboos to construct the refugee camp's shelter and for other purposes, resulting in the cutting of a large number of bamboos. There are many different varieties of bamboo available on the market for making bamboo crafts. Mulibash (Bangla name) is used to make most bamboo items, and this kind of bamboo has a high growth rate in village areas, indicating that bamboo products are not forest-like but environmentally benign.

G. Footwear

There are several different types of footwear that are popular in Bangladesh. A particularly popular item among travelers at Cox Bazaar is the sandal. The barmis sandal is the most common name for this kind of sandal. Plastic and rubber belts are used to construct these types of sandals. Some types of jute are also used in the production of these types of sandals. Sandals with two-belt design are the most popular for strolling around the beach.

Cox's bazar also has another kind of environmentally friendly footwear that is popular, such as espadrilles, which are made of jute and straw.

Communities in Ukhiya are producing sneakers with the assistance of non-governmental organizations (NGOs) and selling them on the local market. Despite the fact that the raw materials for shoes are not accessible at Cox's bazar, they may be easily obtained from the divisional market.

H. Dry Fish

In Bangladesh, around 7% of total fish output is dried for local consumption and export (Belton et al., 2014). Ribbonfish, Bombay duck, croaker, silver pomfret, shrimp, and other marine dry fish are plentiful in Bangladesh. Bangladeshis regard fish to be one of their primary foods. Bangladesh is one of the world's top fish producers due to its delta terrain. Drying is used to prepare a considerable amount of marine and freshwater fish landings, and dried fish accounted for the fourth biggest share of fish eaten in Bangladesh. Dried fish is eaten more often than any other sort of fish in various parts of the nation.

Dried fish, also known as "shutki," has a long shelf life and is regarded as a delicacy not just in Bangladesh but also in many other countries where it is exported. Dried fish is intrinsically linked to the pungent odor that emits when it is cooked.

The dried fish industry is one of the primary sources of income for many fishing families. Although Bangladesh sun-dries 20% of its total fish harvest every year, the bulk of the output takes place from November to March.

I. Herbal Products

Herbal goods are used for excellent health since they maintain the body healthy. Because people have grown more sensitive to everything these days, they choose natural products in every situation. Herbal products, for example, are one of the natural items, such as soap, that people use. Shampoo, soap, and lotion are the most often used herbal items. With an increase in demand for herbal goods, raw materials may be readily transferred, and with an increase in demand for herbal products, it can be easily sold. When it comes to selling the items, the Cox's Bazaar tourist market is an excellent source.

9. Findings

According to the analysis of our obtained data during a field survey at ground level following trades or industries have distinguished themselves which can be supported within our project plan at best.

A. Clothing

Given that the clothes business employs the largest number of our respondents and sells the most of this product worldwide, the clothing industry should be our major target market, according to our findings (both of which are the highest percentage in their respective criteria). A further point of interest is that around 19 percent of value chain actors (Traders) believe that the apparel sector is one of the most important items produced in this region. The fact that there is no substantial demand-supply imbalance for the apparel item is the cherry on top. That the industry is already well-established and has a

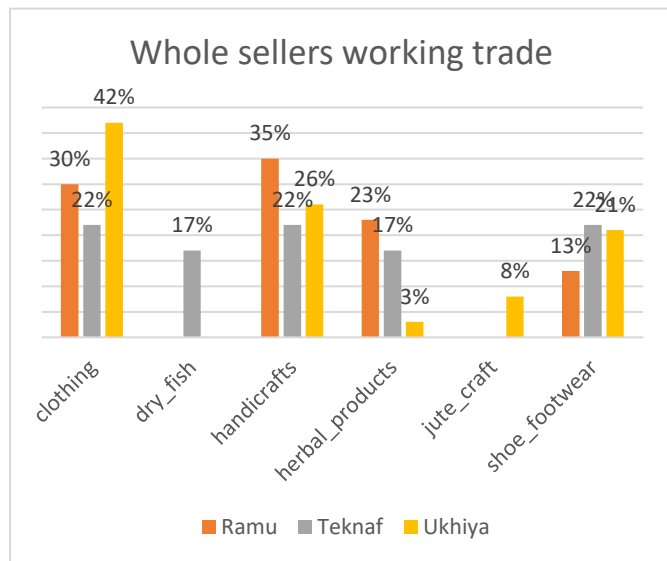


Figure 2: Whole sellers working trade

significant following among the population of the surrounding area is evidenced by the fact that it is already well-established. Therefore, it is anticipated that we will have an easier time producing the best possible results in this area. It should be highlighted that there is a demand and supply gap for products of correct quality and bulk amount, and that fostering them in the proper manner would be the most effective way to bridge the gap.

B. Handicraft

According to the poll, the handicraft industry is considered to be one of the most promising businesses. The majority of business professionals (about 42 percent) agree that there is a considerable imbalance between supply and demand for this item at current time. Despite this, handicraft remains the most lucrative product, according to 33% of business experts. The handicraft sector employs approximately 35 percent, 22 percent, and 26 percent of our participants in Ramu, Teknaf, and Ukhiya, respectively. Additionally, approximately 35 percent, 23 percent, and 29 percent of our participants are involved in the sale of handicraft items in Ramu, Teknaf, and Ukhiya, the majority of which are the second-highest proportion on their respective lists. Furthermore, a vast majority of people consider that handcrafted products are the most profitable commodities available in the market today. Most crucially, however, a vast majority of people feel that training in this area is badly needed and appropriate for both vulnerable populations and those employed in the vocational sector, with 30 percent of the general public agreeing on both counts. The major cause for consumer dissatisfaction is due to high prices and low-quality assurance quantities. It demonstrates that improvising training in handicrafts should be modified to meet current needs.

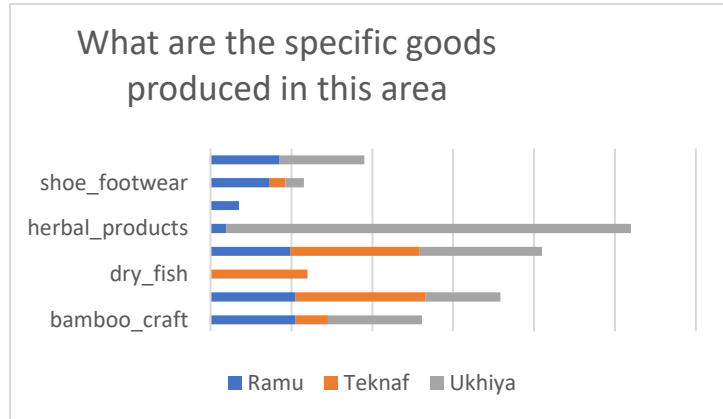


Figure 3: Specific goods produce in target area

C. Shoe/Footwear business

Despite the fact that a big number of wholesalers claim that footwear is one of the most profitable goods in the region, statistically significant data indicates that only a small number of respondents are aware of its manufacture here in Cox's bazar, according to the data. Items from this industry are in low supply, according to three percent of traders, compared to market demand, and seven percent of traders think that this is the most profitable business for them. Because of this, we could see that a significant portion of the population is working in this industry. In addition, 7 percent of business professionals indicate that shoes and footwear are their most profitable products. In contrast, a sizable proportion of respondents (8 percent) feel that training in this field can only benefit disadvantaged groups to the maximum degree feasible.

D. Herbal products:

A minimum number of respondents are working in the herbal product sector, with roughly 23 percent in Ramu and 17 percent in teknaf at the time, according to the survey results. A further point to mention is that around 5 percent of people believe this product to be their best-selling item, with 11 percent thinking it to be their most profitable product. It can also play an important role in delivering aid to people who are in greatest need (according to 5 percent of participants).

Supplies of raw materials for the manufacturing of herbal goods are easily transportable, and appropriate training might result in producing higher quality product.

E. Bamboo craft and wooden craft

This has been identified as having a significant demand-supply gap. Bamboo and wooden craft goods are deemed to be the most profitable products by around 9 percent and 13 percent of those who answered the survey questions, respectively. According to 15 percent of those asked, traders also feel there is a

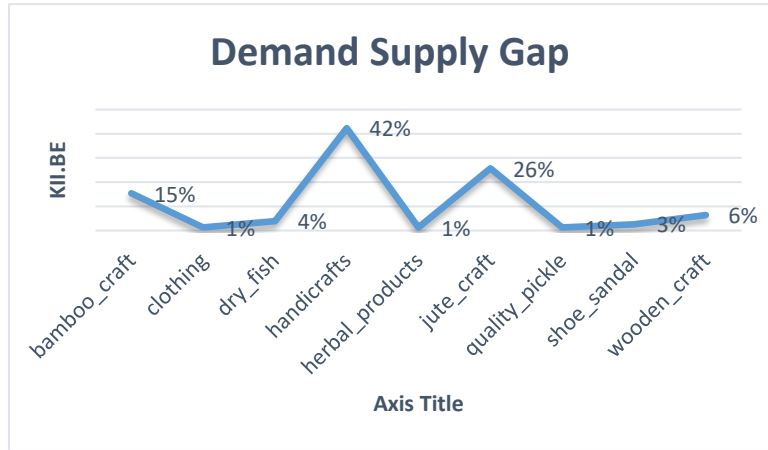


Figure 4: Demand supply gap

significant imbalance between supply and demand for these products at the time. Aside from that, ten percent of the individuals responded that training in this field would be appropriate for people who are at risk. Crafts created from waste wood and bamboo crafts manufactured from species of bamboo that have a strong potential for growth, particularly for bamboo-based products, are examples of environmentally friendly products.

F. Jute craft

According to the respondents, the most urgently needed training is in jute craft, which accounts for 23 percent of the total. Furthermore, 26 percent of those questioned stated that there is a significant demand-supply mismatch for the items in question. Although the items are used to a lesser extent in sub-districts, the tourist market in Cox's bazar has a high demand for this environmental-friendly product. Therefore, training in this sector is the best alternative for supporting the most disadvantaged. Although it is true that just one percent of the population is now employed in this profession, it is a remarkable field/sector to consider. This suggests that the critical foundation for success in this business in this location has already been formed, and that it is now too late to change course. A combination of instruction and the distribution of raw materials as help is necessary in this case.

G. Dry fish

Because of its geographic position, the dry fish business has been firmly established in this region for a long time. In the dataset, we can see that the majority of the dry fish processing is still taking place in the Teknaf sub district, which is encouraging. Around 13 percent of the merchants believe this profession to be the best alternative for assisting the most disadvantaged members

of society. Even though a large number of individuals are already involved in dry fish production in Cox's bazar, there is a significant need for producing hygienic dry fish as majority of the producers are still using traditional methods. Although there is no substantial demand and supply gap, the gap in quality and organic dry fish demand continues to grow.

H. Others

There are others working in various occupations in this region, such as barbers, electricians, blacksmiths, construction workers, and others, who should not be overlooked as well.

10. Concise summary of FGD data

After the initial reading of the narrative answer, a theme was developed for the purpose of assessing the FGD data. For example, both uneven raw material supply and lack of a good sales channel are problems. Some of the responses indicate that they are looking for training in transferrable skills development. There is a clear concept that some participants are well informed about the existing market system, which reflects a gap in market information. Local traders and whole sellers are well informed about the existing market system. And even those who have a basic understanding of market information are unable to enter the market due to improvised products, a lack of investment, and a lack of proper training in the products' use and application. As indicated by the data set, they are interested in skill development training programs. Another theme that arises from the data set is that people in Ramu and Ukhiya are requesting for instruction in craft and apparel production. Apart from that, according to the demand for clothing training, the demand for organic dry fish training and herbal training is increasing at an alarming rate in the Teknaf subdistrict. There is a question concerning the most appropriate avenue for obtaining raw materials in every area. Additionally, some evidence indicates that there are certain government-led programs that have been removed from, however this is insufficient. A small number of participants are familiar with e-commerce, and one individual has his or her own online presence. Many of the participants state that they have no real understanding of the many types of livelihood opportunities that are available in the region. This query brings attention to a scathed response.

11. SWOT analysis

Value Chain	Strengths	Weaknesses	Opportunities	Threats
Clothing	Existing Skills and capacity Locally available raw materials Regularly increasing demand	Lack of investment Lack of trending products making knowledge Unorganized groups	Linkage with local sellers Linkage with dressmakers	In the pick season need to meet deadline of supplies
Handicrafts	Existing skills and capacity Popular trades Mostly profitable products Easy to transfer raw materials Minimum investment	Designing in trendy styles Gap of multi inclusion with various products	Linkage with dressmakers and multi-level products Easily enter in online marketing Scope of improvising of same skill in various trades	Not meeting quality and volume in time Fluctuating price of raw materials Irregular supply of raw materials
Jute Crafts	Increasing rate of ecofriendly products Multi color factory made raw materials are available in district level market Several kinds of product can be made from same raw materials	Delayed supplies of raw materials Unorganized groups Not durable as factory made plastic products	Cox's Bazar tourist market have an increasing demand but not enough supplies Can merge with clothing and handicraft products Marketing and promotion in national market	Unskilled labor Lack of proper channel for collecting raw materials Same kind of raw materials stock are flatulate
Bamboo Craft	Raw materials are available Increasing rate of ecofriendly products user Popular in local community Demand gap against supply	Easily Get Scratches. Lack of knowledge about trendy products Damage Caused by Water. Need more space to transport and store	Increasing demand can fulfill Marketing and promotion in Cox's bazar tourist market	Machine made plastic durable products
	Regular demand in local and zilla level market Variety of footwear	Unskilled labor Lack of proper training	Increasing demand Can sell to local traders and wholesalers	Factory made plastic footwear Cannot provide in bulk amount

Footwear	Mostly profitable Can take pre order	Very small group of producers		
Wooden Craft	Usage of unused tree part Increasing demand for ecofriendly products	Lack of skilled labor Lack of invasion	Can compete in Cox's Bazar, Zila and national market as well as international market	Machine made durable plastic products
Dry fish	Internal and external market Availability of raw materials Traditionally trained participant A diverse marketplace	Weather controlled/dependent procedure	Organic dry fish can compete national and international market Basic training is enough	Rainy season can interrupt the business for a long time
Herbal Products	Easily transferable raw materials Increasing rate of demand	Unskilled labor	An increasing market demands A short time training is enough	Existing factory-made herbal products Approval of quality control authorities

12. Reason of unavailability of demandable products

According to business experts, a shortage of supply of demandable items leads to an increase in the usage of unskilled labor. High cost of raw materials is another significant impediment to the availability of the items. Unskilled labor and unreliable supply of raw materials are the two most significant obstacles to this. The design gap, as well as lesser quality, is a barrier to fully achieving the customer's expectations for off-farm based products.

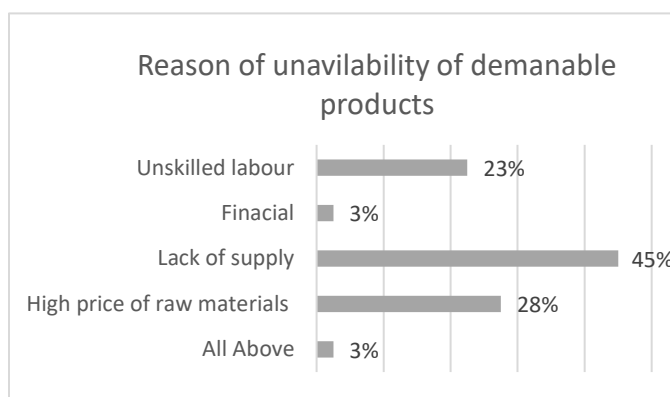


Figure 5: Reason behind unavailability of demandable products

13. Reasons for meeting market demand

After analyzing the data, it was revealed that there is a substantial demand for these items in the market, but there are several restrictions that have not been met, such as inconsistencies in suppliers, low-quality products, and lack of trendy design. It suggests that the differences were caused by a scarcity of skilled labor and a misalignment between suppliers and buyers. Products from Dhaka and Chattogram are sourced by a majority of whole sellers. If the local community can offer quality items in mass quantities, this problem will be solved. Ans transportation is one of the most significant obstacles. The local community in Cox's Bazar sub - district stands a better chance of capturing the entire market share.

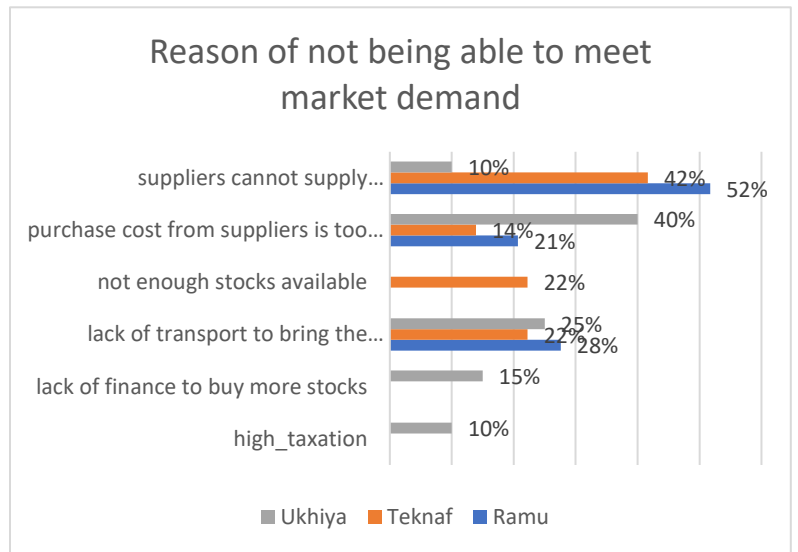


Figure 6: Reason of not being able to meet market demand

14. Vertical Linkage

Despite the fact that there is no proper apparent connectivity for these items in Cox's Bazaar, there is a significant degree of vertical linkage among off-farm based manufacturers in the region. The effort will strive to establish a direct connection.

Support for market need that is immediate

Despite the fact that there is a strong demand for these items, which is expanding, there is a prospect of increase in input supplies in project regions. Quality control, as well as a robust supply chain and feedback mechanism system, would be performed and perfected through time. Due to the fact that the same wholesaler may serve as a local wholesaler, district wholesaler, or regional wholesaler depending on his current amount of business, the connection in the trading arena for handicrafts and lifestyle related items is stronger. By using an internet platform, the initiative will assist the beneficiaries in entering the international market.

Although the community has access to market information, there is a significant gap between the information and how it is expressed.

Traders also have easy access to market information, which is a plus. Create a company strategy that incorporates both purchasing and selling aspects of the market by clearly communicating market information. With the assistance of the IEMDD project, we are experimenting with various markets in one location so that the community may build up a system to do business. Herbal goods, for example, may be very competitive items in the market.

15. Horizontal Linkage

As we discussed in the quick summary of the product area, several trades are required to explain the need for apparel. Handicrafts, jute, and hand stitching may be used to connect two or more items horizontally. The addition of a hand stitching component might boost the value of dresses. Wood, bamboo, and jute are all-natural materials that may be combined to some extent. Micro entrepreneurs may be organized into a chain, and an internal marketing team will compete in the market with a real-time feedback system.

16. Market Constraints

According to the survey, 31 percent of business experts believe that the most significant market restraints are price control and volatility of the items; 43 percent of dealers and 25 percent of entire sellers believe the same. Commodity procurement is also a source of difficulty, and the delayed delivery of items appears to be the most significant aspect in the situation.

In such scenario, the IEMDD project intends to open two shops in Cox's bazar, which will be staffed by members of the local community, in order to provide assistance for the project's beneficiaries as well as the residents of Ramu, Teknaf, and Ukhiya sub districts. It will be the responsibility of Project CBO to interact with the store to assist the community-based micro-entrepreneur.

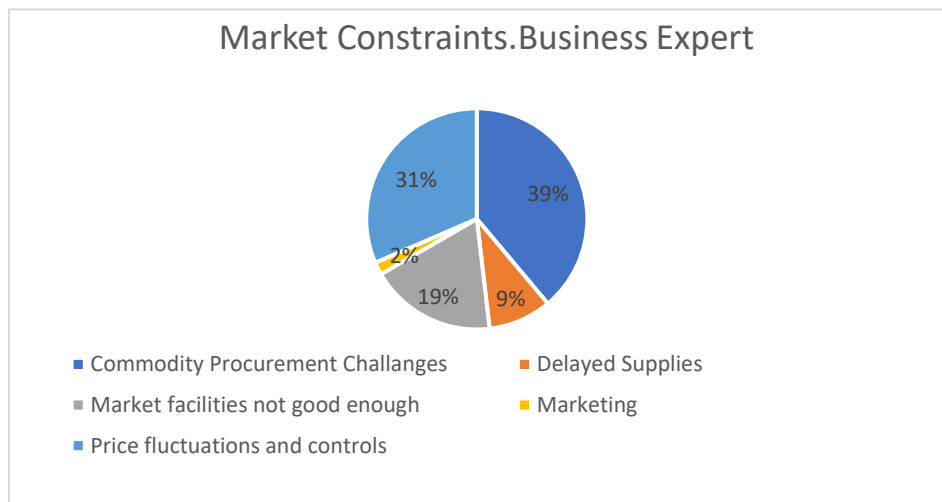


Figure 7: Market constraints according business experts

17. Market entry barrier

The most significant obstacle to entry into the market for the vulnerable group is a lack of adequate technical understanding about the items. The most difficult obstacle is figuring out how to adapt the product or improvise in a stylish way. Another key factor to consider is the lack of financial resources to support the startup of the firm.

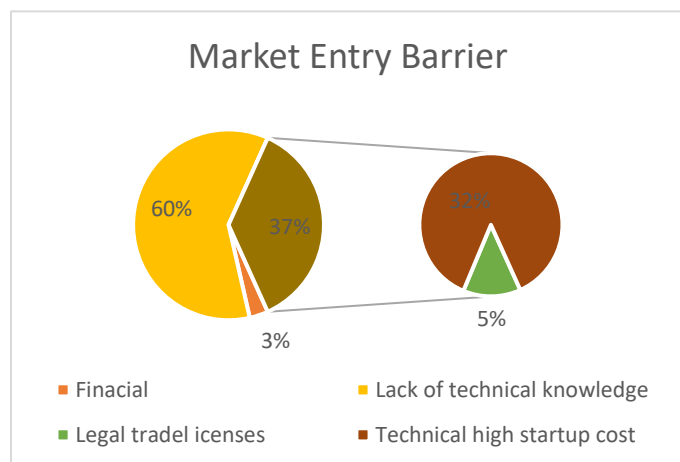


Figure 8: Market entry barrier

18. Future demand growth rate and training

In accordance with the data set, it appears that future demand for the aforementioned value chain will increase at a rapid pace. 49 percent of respondents (business experts) believe that the value chain is rising at a rate of 3 percent per year, and 15 percent of respondents believe that the rate is increasing at 15 percent per year. To meet this demand, business experts believe handicrafts training is required, with 23 percent stating that training should be conducted

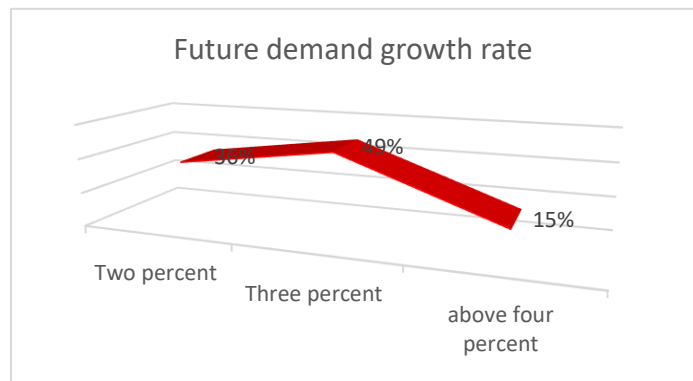


Figure 9: Future demand growth rate

jute crafting and 10 percent stating that training should be conducted on bamboo crafting, among other things. In addition, poor communities can benefit from trainings received on footwear production and herbal products, which will help them develop their own business models. Furthermore, although organic dried fish is in high demand, it is difficult to find.

19. Recommendation:

Following an assessment of market conditions, a number of potential value chain interventions were identified to mitigate the obstacles that the target community faces in truly meaningful livelihood. It is believed that community members are now working on livelihood development without a defined approach or technique. According to the IEMDD project team, comparatively straightforward items should be chosen as an entry point to optimize the impact through market synergy, using each other's strengths to achieve a high impact strategy. Beneficiaries who are particularly near to a major market might strengthen their market interface with value chain members, boosting corporate value addition and lowering costs. It should be mentioned, that all of the recipients' livelihood activities are predominantly directed toward a very traditional approach.

The project's outcome will be determined by the new paradigm of market development and value chain integration, which will need a significant shift in their approach. To understand and accept the value chain and market development concepts, capacity building and hands-on facilitation abilities should be created. Beneficiaries should receive business development training that includes market analysis studies and learning how to use an internet platform for products marketing. The program's execution would need substantial capacity building, orientation, and assistance. The IEMDD project proposes to create a new model by forming CBOs including a marketing team component

The program's execution would need substantial capacity building, orientation, and assistance. The IEMDD project proposes to create a new model by forming CBOs including a marketing team component.

One of the greatest challenges to bringing the people to engage in the process is the lack of conceptual clarity of this approach. Although the market is a challenging mechanism to enter and

connect with, majority of the workers and community members adequate hands-on practice and facilitation may substantially assist them. Many value chains, according to the community, failed to provide results due to insufficient facilitation and services. Despite the community's basic consensus that IGAs have the potential to improve people's lives and livelihoods, as well as local social and economic performance. Participation of the target community, the scope and opportunities of development, and the level of commitment from all community members are all essential in building a market-based value chain approach. Effective community engagement in improving livelihood and quality of life is not limited to program design and implementation, but also requires actual participation and commitment from all levels of people in the community. The most effective outcomes involve women and men, as well as youth. Participation, involvement, and collaboration of community members as participants might be difficult. IEMDD project can anticipate these issues and risks, as well as build suitable plans to overcome them. To elicit suitable and successful engagement with market participants, the project must consider their negotiation technique. People in the community might consider collaborating with market actors. Specific CBO members, such as those involved in market development, can support other members of CBO with fact-finding, extracting information, communication, and market interface, along with other activities.

One of the most essential success factors in market development process is the ability to identify the right product for the right market at the right time. The community's ability to adapt effectively to changing market demand and conditions is hampered by the market's overwhelming need for varied items. It would be necessary to have superior talents, community integration, feedback loops, monitoring technologies, and so on.