



A Business Model Canvas for the Production of Shital Pati & Small Scale Jute Commodities with Special Reference to Regional Cooperation between Bangladesh & India (The North Eastern Region): Startup Phase

Shamim Ahmad*

*Dhaka School of Economics, (Constituent Institution of the University of Dhaka), Dhaka, Bangladesh
E-mail: shamimahmad8986@gmail.com*

Abstract

The Shital Pati and small scale Jute commodities have been playing a cabalistic role. The socio-economic contribution of Shital Pati and Jute based Products is Multi-dimensional. Shital Pati & Jute commodities can play a vital role in employment generation, income generation, export earnings, environmental sustainability, women's empowerment & tourism promotion. Above all Shital Pati and Jute commodities can play a crucial role in fostering regional cooperation between Bangladesh & India. The aim of the business model canvas is the branding of Shital Pati and small scale Jute products and enable manufacturer to visualize and analyze their strategy. As there is a gap currently prevailing in the market when it comes to Shital-Pati based and Jute based commodities the producer can follow the AIDA model (Awareness, Interest, Desire, Action) to promote products.

Key Words: *Shital Pati, Jute, Micro & Cottage Industry, Growth, Sustainability, Socioeconomic.*

PAPER/ARTICLE INFO

RECEIVED ON: 22/05/2023

ACCEPTED ON: 26/06/2023

Reference to this paper should be made as follows:

Ahmad, Shamim (2023), "A Business Model Canvas for the Production of Shital Pati & Small Scale Jute Commodities with Special Reference to Regional Cooperation between Bangladesh & India (The North Eastern Region): Startup Phase", International Journal of Trade and Commerce-IIARTC, Vol. 12, No. 1, pp: 145-151.

*Corresponding Author

DOI: 10.46333/ijtc/12/1/12

1. INTRODUCTION

1.1 Consumer Market

Bangladesh and India, as we all know, is an immensely dense populated country. However, it's population distribution is not uniform. In Bangladesh out of 160 million people, about 30% of the people live in urban areas. In last decade, the level of living of households increased sharply as mentioned in the national household income and expenditure survey 2016. From 2010 to 2016, average household income increased a dramatic 38% (HIES 2016), and the expenditure also increased by almost same margin. This increase in income is having a large effect in changing people's purchasing pattern. As these diversified products have huge demand Haque & Hossain (2021) found that in Bangladesh Sylhet region middle aged female are highly involved in Patipata based cottage industries. And they earn annually about 77,965 taka. In a study M Rahman, NC Das, N Saha, M Islam (2010) found that in Gowainghat upazila of bangladesh about 94 percent people are engaged in Shital Pati based enterprises. Almost 80% of manufacturing work is done by women. Skilled workers earn an average of Tk 65,733 (\$939) per year, and 62 percent of total income comes from this business. Barber and Krivoshlikova (2006) argue that the growth of the local economy and the interest in international market open up opportunities for artisans. Concurrently, India's population makes up 16.7% of the world's population. The country's population has tripled in the last five years. In West Bengal part of India the Shital Pati / cool mat webbing could be a potential business for sustainable livelihoods. Maity, Biman and Das, Tarun Kumar and Sarkar, Victor and Das, Kshouni and Adhikary, Ankur and Pradhan, Kausik and Ganguly, Bablu (2020) discovered that in West Bengal of India farmers walk off into this business to earn more money from the second farm, thereby improving their economic performance. Pansera & Owen (2018) argued that the grassroots framing emphasizing social and political empowerment, entrenched in community independence, autonomy and traditional credence systems.

2. THE BUSINESS IDEA

Manufacturer will provide high quality products in a wide array of designs and sizes which will mainly focus on environment-friendly raw materials such as jute and Shital-Pati. The company will be based in Dhaka and Assam but will be supplying commodities all over the country and in global market.

The manufacturing company focusing on more locally produced raw materials would be able to contribute to the society by employing own handicraft artists and bring customized- stylish products mostly made of golden fiber 'jute' and traditional Shital-Pati to the customers so that they can select products of different designs at a reasonable price.

2.1 Vision

To become one of the leading Brand that sells bags and accessories in global market within 5 years of operation.

2.2 Mission

To become a brand of trust & quality as a manufacturer and create a long lasting impression in international customers.



2.3 Keys to Success

- Leveraging brand through proper customer relationship marketing.
- Retention of customers
- Zero compromise on quality and product unavailability
- Collect consumer feedback and act accordingly.

3. START UP DETAILS

3.1 Company Ownership

Partnership

3.2 Products and Services

3.2.1 Products

Selling Shital Pati and Jute based commodities in different price ranges. The reason behind different price ranges for a single product is due to the high-income variability of target population.

3.2.2 Some Product Design



3.3 Competitive Advantages

- Local Brand
- Short Lead time
- Availability of raw materials
- Local Distribution Channel
- Ability to sell in lower price

3.4 Sourcing

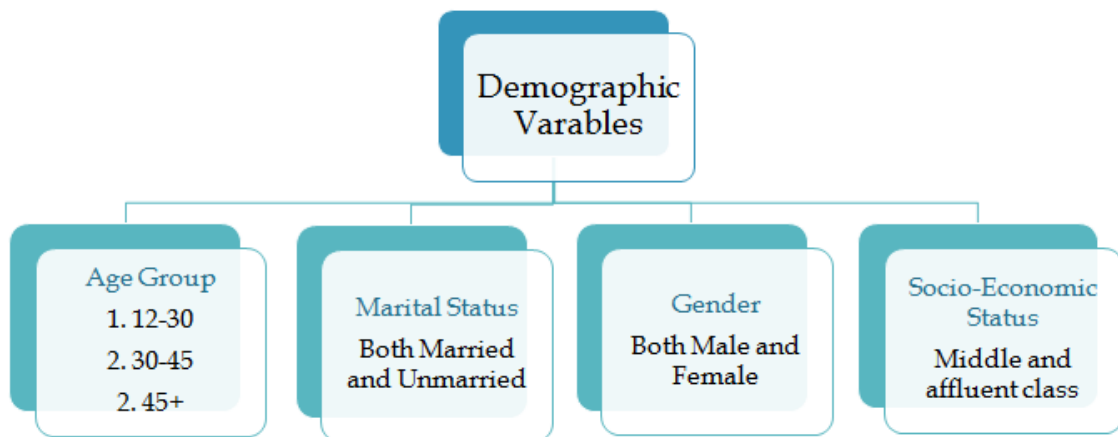
Collect raw materials locally and sell finished products under the Brand Name.

4. MARKET ANALYSIS SUMMARY

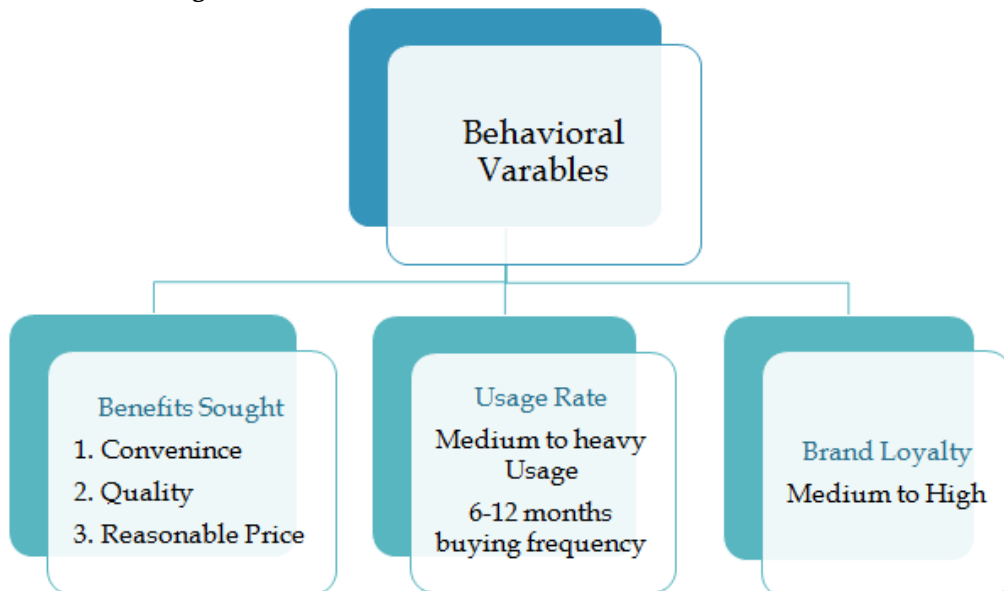
4.1 Segmentation

The manufacturers can have 2 types of segmentation to identify our target market. The brief of target market has been provided below:

4.1.1 Demographic Segmentation



4.1.2 Behavioral Segmentation



4.2 Needs

Since the per capita income of the countries is increasing and the number of manufactures is also growing at a rapid rate, there is a gap currently prevailing in the market when it comes to Shital-Pati based and Jute based commodities have identified the needs of our customers from the existing gap. The needs are:

- Products at reasonable price
- Convenience and comfort buying
- High Quality products
- Large Variety of products that may be readily available
- A trusted Local Brand

5. BUSINESS MODEL CANVAS

Key Partners <ul style="list-style-type: none"> ▪ Retailers and Distributors ▪ Marketing and Advertising Partners ▪ Raw Materials Provider ▪ IT Support Provider for Digital Marketing 	Key Activities <ul style="list-style-type: none"> ▪ Design of the Product ▪ Manufacturing ▪ Distribution ▪ Retail Process ▪ Managing Quality ▪ Capacity and Constraint Management ▪ Inventory Management 	Value Propositions <ul style="list-style-type: none"> ▪ Trade and Economic Collaboration ▪ Export Earnings ▪ Environment Sustainability ▪ Employment Generation ▪ Tourism Promotion ▪ Women Empowerment 	Customer Relationships <ul style="list-style-type: none"> ▪ Convenience and comfort buying ▪ Excellent responsiveness ▪ Ensure Quality 	Customer Segments <ul style="list-style-type: none"> ▪ Male ▪ Female ▪ Children
	Key Resources <ul style="list-style-type: none"> ▪ Network of stores ▪ Strong logistics and supply chain infrastructure ▪ Stock 		Channels <ul style="list-style-type: none"> ▪ Direct Store ▪ Digital Marketing 	
Cost <ul style="list-style-type: none"> ▪ Production and Distribution Expenses ▪ Operations and Administrative 		Revenue Streams <ul style="list-style-type: none"> ▪ Sales of Shital Pati and Jute based commodities 		

Expenses ▪ Product Design and Development Expenses ▪ Marketing & Advertising Expenses	
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Source: Authors Created

6. STRATEGY AND IMPLEMENTATION

6.1 Promotional Plan

The manufacturer will follow the AIDA model (Awareness, Interest, Desire, Action) to promote its products. The objective of promotion would be to educate our prospective customers that we are providing affordable, convenient and quality products.

Strategy:

- The focus on the marketing campaign will be on push marketing since we are introducing locally manufactured locally sourced raw materials based products which is a fairly new in Bangladesh. We have to create the demand through marketing and activation activities.
- Since a niche market has been targeted and the operation of scale is huge, the core emphasis of the Integrated Marketing Communication will be on BTL strategies even though online & social marketing will be deployed to create awareness.
- ATL strategies such as TVC advertising are very expensive medium of communication. Moreover, ATL strategies would have been very ineffective in reaching the location specific audience. On the other hand, BTL strategies are very effective in launching a focused campaign targeting the middle & affluent class in selected locations.
- The activation team and promotional material distribution is concentrated to reach the target audience only. Thus, the campaign designed is streamlined and focused on reaching the target audience.

7. CONCLUSION AND RECOMMENDATION

The importance of commercial production for craft production is undeniable. Both India and Bangladesh are major producers of jute and Shital Pati products. By promoting the trade of these commodities, it can make stronger economic ties between the two countries. Improved trade can lead to amplified investment, job creation, and economic growth, benefiting both nations. Mutual efforts between India and Bangladesh in the production of jute and Shital Pati goods can lead to better quality products and augmented competitiveness in the global market. Sharing knowledge, technology, and research outcomes in these industries can heighten innovation and uphold sustainable manufacturing practices. As India has a strong jute processing industry, while Bangladesh has proficiency in jute cultivation and production of jute goods. By integrating these value chains, it can show the way to a more competent and sustainable supply chain, ensuring mutual benefits. Both the countries can collaborate in providing training and skill improvement programs for artisans and weavers in the jute and Shital Pati sectors. This can enhance their

design capabilities, product quality, and marketing skills, enabling them to way in new markets and augment their income levels. By leveraging the potential of jute and Shital Pati commodities, India and Bangladesh can foster regional cooperation, create economic opportunities, preserve traditional crafts, prop up sustainable practices, and enhance cultural ties. This cooperation can contribute to the overall socio-economic growth of both nations and strengthen their bilateral affiliation.

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