

NCF Completion Report: Annex 5 Impact Story

JutePP® - The Sustainable Material for Plastic Products

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When Razzaque Jute Industries Ltd. (RJIL) started to implement Farmers to Factory Jute Supply Chain or more commonly known as F2F™ Project, one of the main selling point to attract more farmers' was to ensure them that no extra jute shall be deducted from the total amount of jute that will be sold to the mills, unlike what happens in the traditional open markets selling directly to the jute traders.

In Bangladesh, any agricultural product that is sold in an open wholesale market in large quantities have some unwritten regulations. One of these regulations is called a "Dholta". When an agricultural product is sold in an open wholesale market such as rice or onion or jute, it is sold in mounds and each mound is equivalent to 40 kg. But when the commodity is purchased in mounds by the traders, they take 1 or 2 kgs and in some cases even more for free with each mound. This extra free amount of 1-2 kgs or more is called a "Dholta".

While implementing the F2F™ Project, we promised the farmers that besides paying the current market price, we shall not take any extra kgs of jute for free or Dholta. Not taking Dholta means that the farmers are normally getting a higher price than the market price as they will not forfeit any free jute. This particular point created a huge positive impact on the farmers income and encouraged them to come and sell to the mills directly.

In fact, on 29th November 2021, one of our enlisted farmer from the farmers' database , named Md. Kiam Khan, called me and asked me if this is true that we are not taking any Dholta while purchasing jute directly from the farmers. He heard this information from a fellow farmer of his who previously sold jute directly to RJIL. I assured him that it is the case and he showed interest in bringing his jute to our factory. I was present when he arrived and I personally attended the weighing and unloading processes of his jute. He expressed his satisfaction and told me personally that he is incredibly happy with the weight and price of the jute he got from RJIL and shall be selling his future jute crops to us if we continue these small but important incentives while collecting jute from the farmers. Small but important steps like this shall not only encourage more farmers to sell directly to RJIL but shall also increase the base income of the jute farmers by creating an indirect benefit for them by making them get the accurate weight and higher price for their hardly grown products.



Jute farmer Mr. Kiam Khan with his jute fiber in the factory of Razzaque

Credits: Jassim Hossain



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