

Validation-Cum- Consultation Workshop Agenda

Value Chain Analysis
of the RMG Sector in
Bangladesh from the
Perspective of Sexual
and Reproductive
Health and Rights



Ministry of Foreign Affairs of the
Netherlands



Value Chain Analysis of the RMG Sector in Bangladesh from the Perspective of Sexual and Reproductive Health and Rights



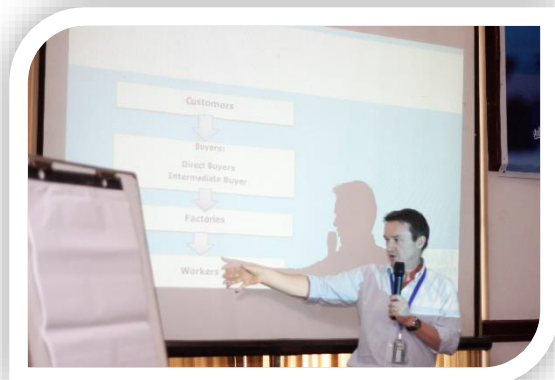
Knowing the complexities for strengthening strategies

Garment export has fueled economic growth, creating over a million jobs to break out of a life of dependency and grinding poverty. Recently, government, buyers, factory owners, Non-government Organizations (NGOs) and other developing agencies have come forward for better work condition, normal working hours, safety issues and health of workers. However, female garment workers' Sexual and Reproductive Health and Rights (SRHR) are not simple and straight forward issues that can be addressed effectively and efficiently through universal blueprints. Thus, there is a need for stakeholders to come together to understand the complexities and dynamisms, to derive with realistic strategies that will benefit all the actors in the value chain for sustainable development of the garment industry. Through this workshop, participatory approach has been embraced at the early stage of the project, to create a platform where all the stakeholders worked as a team with an empathic attitude towards each other.

On the 6th of November 2014, a joint initiative was taken by the Embassy of the Kingdom of Netherlands and SNV Netherlands Development Organization to create a platform for the different stakeholders to engage in focused consultation at the Validation Workshop on Value Chain Analysis.

The workshop aimed towards bringing in existing and potential stakeholders, such as senior management and representatives from RMG sector, participants from different non-government and private health service providers, buyer's representatives and officials from BGMEA, BKMEA, under one umbrella to share their knowledge and experience, on an agenda that has a serious implication on women working in the RMG sector, namely the Sexual and Reproductive Health and Rights.

As participants started to settle down and waited for the workshop to begin, it became evident that those sharing the same business background sat together. To



increase their interaction, the participants were asked to form groups consisting of stakeholders from different fields. This ice breaking activity provided a platform for participants to interact with each other. Once the groups were formed and were seated, Mr. Paul Steven, Country Director of SNV, inaugurated the workshop and gave a speech on "inclusive business". Since IB is a fairly new concept, Mr. Steven exemplified how the inclusive business model can deliver a win-win solution for

businesses and RMG workers by developing innovative solutions for the base of the pyramid while integrating them throughout the value chain process. Mr. Paul used one of the IB model poster-hangings displayed in the workshop to demonstrate how social and economic Benefits can be maximized through this model. He also shared SNV's success in implementing IB approaches in other countries.

This was followed by a presentation, where the Team Leader, Working with Women Project, Ms. Farhtheeba Rahat Khan, , gave an overview of the project and highlighted that the time has come for us to take a united front and proactively tackle SRHR issues for sustainable growth for the future of the RMG sector. She further explained how IB can be incorporated into the value chain of businesses in this industry and how adopting SRHR through the IB model can provide an opportunity to gain a sustainable and secure growth for the RMG sector. Additionally, she emphasized the purpose of bringing all the stakeholders under one platform to proactively interact with each other, which will lead to valuable input from all the different stakeholders.





Value Chain Mapping Exercise: The Knowledge to Break Barriers

Mr. Rubayiath Sarwar, Managing Director, Innovision Consulting Ltd., who facilitated the Value Chain Analysis, took the floor and involved the participants in different interactive activities. The purpose of these tasks were to find opportunities to integrate SRHR into the value chain of the RMG industry and identify what the critical

challenges are, in ensuring SRHR for the female RMG workers.

To set the mood, Mr. Sarwar started with an interactive presentation on how SRHR could contribute to the RMG value chain. He presented the findings of the assessment, and took the audience through the barriers related to social, behavioural, work environment, supply, investment, capacity, strategic, price, policy, and accessibility.

Building value with participatory design

The workshop was designed to ensure that the stakeholders are on board in the planning stage of the project, as they will be the ones implementing the strategies in the long run. It has been observed in the brainstorming sessions that the groups were empathic to each other and were working as team to identify the opportunities and challenges. Following the brainstorming, one member from each of the six groups were asked to present group ideas at the workshop. Each group presented realistic strategies and reflected back on their understandings. Constructive debates broke out between groups as they came up with different strategies to tackle the SRHR problem faced by the Garments industry. Their experience, skill, knowledge and interactive mode of presentation made the event friendly and lively.



Networking between stakeholders

An interesting observation was that the participants were interacting with each other and were further discovering what they had to offer each other in terms of business. The participants had a chance to interact and create future business network.



Listening to stakeholder's concerns and feedbacks can be a valuable source of information that can improve project design and outcomes. It can also form the basis for future collaboration and partnership.



Participant Engagement Activity: Voices of Attendees



Mr. Zahid Ghaori
Regional Manager
Walmart



Wg Cdr (Rtd) Zaglul Haydar
Additional Secretary
BGMEA



Ms. Farzana Hossain
Product Group Manager
Consumer Brands
ACI Limited



Mr. Abdullah Al Mamun
Manager- Compliance
DK Company



Mr. Azad Ahmed Patwary
CEO
Knit Plus Ltd



Ms. Mufawaza Khan,
Executive Director
CWFD



Mr. Fazal Mahmud Roni
Asst. Marketing Manager
Square Toiletries Ltd.



Mr. Mahfuzul Bari Chowdhury
Team Leader, SRHR
HASAB



Mr. Mohammad Zahidullah
GM Corporation
DBL



Mr. Rafiqul Islam,
DGM-Admin, HR & Compliance
Interstoff Apparel Ltd



Dr. Mohammad Bellal
Professor
Dept. of Population Science
Dhaka University

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In the last segment of the workshop, participants were asked to come up with interventions to tackle the challenges, build on the opportunities along with identifying the role of value chain actors and stakeholders in the interventions. This facilitated exercise involved participants to deepen and refine their ability to use problem solving skills and enhance their mutual understanding as they were asked to cooperatively work together in a group setting. There were valuable inputs and suggestions from participants.

Despite of several postponements due to strike participants attended and cooperated very well. Moreover, some participants suggested organizing such workshops at length, where multi-stakeholders can come together for designing constructive strategies to address such priority issues faced by women in garment sector. Stakeholder's participation and suggestion is an evidence to the significance they attach to initiatives that addresses SRHR services for RMG workers.

The energy and feedback of the participants indicated that the workshop has successfully engaged stakeholders and most of the participants were able to relate to the agendas discussed in the workshop to their work. The workshop gave them the opportunity to freely discuss, debate and agree on realistic strategies that can be implemented to enhance the project. These kinds of dynamic group activities are vital to creating constructive commentary. The workshop ended with a vibrant discussion and feedback from the participants for better implementation of the project

Post-workshop feedbacks

**Mr. Shaikh Mohd. Ilias,
Director of Interstoff Group**

appreciating the initiative, shares feedback from his management colleagues who participated in the workshop

“ **It was a very interactive session. Every minute spent on the workshop was very useful. The workshop created a relaxing platform for effective participant engagement.** ”

“ **It was indeed an effective session to learn the SRHR situation in Bangladesh especially in the RMG sector. We believe the feedback has come from the session will be helpful to enrich the future SRHR projects in association with Garments owner, Service Provider, Buyers, NGOs, Donors & Government counterparts respectively.** ”

**Md. Nazim Uddin
Head, Talent Management &
Administration**

**Sheikh Fazilatunnessa Mujib Memorial
KPJ Specialized Hospital and Nursing College**