

## Report On Match making workshop to promote Bashak leaves supply chain

### A. Production area visit and meeting with Producers (9:00 AM-10:00 AM):

Blue Gold program has been implementing to promote the environment friendly and extra earning new business idea of Bashak leaves supply chain activities in Satkhira. SVC team of Blue Gold program was facilitated a field visit & discussion meeting for a renowned pharmaceutical company of SQUARE Group who takes regular supply of Bashak leaves for producing herbal medicine. During the visit, we sit together with leaves producing WMG (Bura mara khal) where approximately 18 producers were participated in short discussion meeting. Through this event, WMGs members explore their Bashak leaves production trends and SQUARE group get the idea about the business feasibility.

- ✚ WMGs members (producers) were shown the positive interest for selling Bashak leaves to Square Group.
- ✚ Square Group's representative explained about the prospect of medicinal plant (Bashak leaves) in Bangladesh.
- ✚ They said that Bashak leaves have an unmet market demand in Medicine Company, so you can supply huge amount of leave to us.
- ✚ They remind to producer that Bashak leaves are used as a raw material to manufacture the human medicine, so please you keep the highest level of quality standard.
- ✚ They also delivered some important technical message about how to keep the highest level of quality in Bashak leaves production, harvesting and processing activities.



### B. Match making Workshop to promote Bashak leaves supply chain (11:00 AM-2:00 PM)

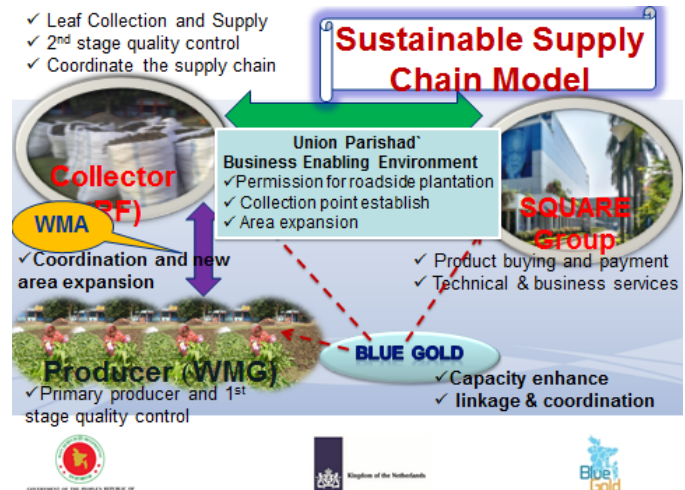
After end of the field visit program, we arranged the match making workshop where company and WMG members (Leaves producers) got enabling business platform to share their own business model. Total of 38 participants (Producers, collectors, WMGs & WMA representative, UP representative, SQUARE Group representative, BDC, SVC group leader, ZC, CDF) were attended in that workshop. In this workshop, key note presented by Md. Shamim Alom, Business Development Coordinator, Blue Gold program and D. Md. Moudud Ahmed, Executive- PMD, SQUARE Group.



At first Blue Gold took part to start the pictographic presentation on Bashak leaves supply activities which already implemented for strengthening the leaves supply chain activities. Those short of implemented activities are given bellows;

1. Farmer's motivation on medicinal value and economic importance of Bahsak leaves at WMGs level.
2. Conduct FGD for analysis the Production trend and market feasibility.
3. Make realization of economic importance by selling Bashak leaves to national collector.
4. Private sector analysis and linkage meeting with herbal medicine company.

Key note presenter (BDC) presented propose 'sustainable supply chain model' and made discussion about it. Through explaining this supply chain model, everyone clearly understood and aware about their responsibilities and contribution to strengthening the Bashak leaves supply chain.



On behalf of SQUARE Group, D. Md. Moudud Ahmed, Executive- PMD, was made his discussion about Bashak leaves production & processing technique, raw material collection & payment system, and CSR (corporate social responsibility) policy of company. End of the presentation, everyone were participate in open discussion session by asking some question especially on price rate, payment system, product transaction system, packaging & transportation services and any others technical services. Through this event, company offered their package of services as per the need of producers.

1. Though price is always fluctuate then also company will pay BDT 40 per kg dry leaves
2. Company provides transportation & storage facilities to producers.
3. Collector will inform to depot managers when they can storage at least 100 kg dry leaves.
4. Company will pay the money to collector within 10-12 working days (After getting quality testing clearance certificate and actual measurement report)

**C. Planning:**

End of the day we are zonal team sit together for develop the next plan for timely start to selling the Bashak leaves to company:

1. Arrange price negotiation meeting in-between producers and collector by the assistance of WMA on before 16<sup>th</sup> August, 2018.(by Zonal Team)
2. Continue follow up support to leaves producing WMA with their producers so that they start leaves harvesting & processing activities on before 15<sup>th</sup> September, 2018. (by CDF)
3. Establish business contract in-between collector and Square group (Depot manager, Jessore) within August, 2018. (by BDC)