

**District level Seminar for promotion of Bashak leaves supply chain Report**

**Background:**

Blue Gold Program aims to reduce poverty and improve food security through improved water management and increased diversified agricultural production in approximately 115,000 ha in 22 coastal polders at Khulna, Satkhira and Patuakhali in Bangladesh. The Blue Gold has been working intensively to enhance the water resources management (WRM) in selected Polder in Bangladesh while at the same time building capacity of Water Management Group (WMG) members regarding organizational management, improved crop production technology and market orientation.

Bashak plants normally growing in uncultivable land area like; road side, pond side, and surrounding the house as fencing. 8 WMGs with their 10 village of Fingri Union under Satkhira



district (Polder-2) has been cultivating Bashak plant traditionally (follows plant to plant propagation technique). In our survey, we observed that there are 1-2 plants (depends on plant size) are available in one meter length area and 8-10 kg green leaf are harvest from each plant round the year. As a result, it is possible to harvest 92.6 metric ton (Mt) green leaf which equivalent 23.02 Mt dry leaf because one kg dried leaf processing from properly drying 4 kg green leaf.

**Basok Leaf production scenario:**

Sl.#	WMGs name	No of HHs	Total area in length (km)	No of plant	Production (Mt)	
					Green leaf	Dry leaf
1	Ziar khal	45	0.70	1340	12.06	3.00
2	Jordia Eru khal	40	0.52	1140	10.26	2.56
3	Buramara khal	55	1.3	2080	18.72	4.67
4	Koy khali khal	50	1.0	1840	14.88	3.72
5	Ghoskhali khal	20	0.40	820	7.38	1.84
6	Purboburamara khal	25	0.35	750	6.75	1.67
7	Morichap	30	1.10	2100	16.40	4.10
8	Dhekur beel	20	0.30	650	5.85	1.46
	<b>Total</b>	<b>285</b>	<b>5.67</b>	<b>10720</b>	<b>92.6</b>	<b>23.02</b>

### Business potentiality:

In our Polder area, Basok leaves have been producing by covered 5.67 km fallow areas with involved approximately 285 Households and round the year possible to harvest 92.6 metric ton (Mt) green leaves which equivalent 23.02 Mt dry leaves.

Basok leaves production and selling activities already now going on and by this time they sold 2984 kg dry leaves through local buyer, so market has already created.

Farmers are now little bit aware about the Basok production with keeping quality standard in processing system (harvesting, drying, packaging, storage etc)

Every producer are now come together under the management of WMGs who can be assist to functioning the Basok supply chain in-between Company and producers group.

WMGs have capacity to establish the collection point and this facility help to both parties for makes a good business interaction.

Basically it is the women friendly business which contributes lot of to increase household's income for poor and extreme poor people.

Local administration (Union Parishad) already recognized it as a new income generation idea as well as environment friendly business and they have plan to expansion the production area in to others uncultivable land (roadside) in order to meet the companies demands.

WMA/WMGs: WMGs will be the good platform as well as market place where producers and companies are come together for exchange their specific products and services. WMG will play the key role to coordinate and strengthen the Bashak supply chain under this business. Beside, WMGs will establish collection point where producer can storage their dry leaves for a certain period before selling products to company.

Blue Gold Program: Blue Gold program always will provide organizational support to WMGs as well as technical support to producers for activates the supply chain as sustainable manner.



### Objectives :

The objective of this event is; to sharing the benefits for engagement of private sector in Bashak leaves marketing and also sharing the major learning and challenges of this profitable business.

In the seminar, BGP will share about; how to find out this women friendly sustainable & profitable business and the process to establishing linkage between producers and company.

WMG will share their experience, learning with good result and impact of this business.

SQUARE Group will share their business policy with CSR (corporate Services Responsibility) support



mechanism towards producers, and concerns department will share their new idea for horizontally expansion of this business.

SQUARE Group representative, UP chairman, WMA representative, RFs, Collector and Bashok leaves producers will be present and provide their valuable suggestion for promotion this business.

Participants: Basak leaves producers, WMA representative, SQUARE Group representative and Government officials,

Date: 08.04.2019 (tentative)

Venue: Shrimp culture Demonstration firm, Ellar char, Polder-2, Satkhira,

#### Major contents:

- Basok leafs importance as medicinal plant
- Economic from basok leaf selling.
- Extra income for extreme poor hhs from basok
- Intervention's and outcomes of Basok value chain.
- Basok supply chain model
- Embedd services from private sectors.
- Quality insurance of Basok leafs and basok serup
- Public-private sector supports for producing basok leafs.
- Coordination and collaboration among WMA, WMG, Collector, Producer, Union parishad and private company to make efficient basok value chain.



BGP had identified 'Bashak Leaves' as a potential IGA for polder dwellers at Fingri union of Satkhira district (polder -2). Bashak leaves are growing naturally in the area. People were unaware about the value of it. BGP had conducted several round of discussion with producers (WMG) and national level pharmaceutical company and they were shown positive interest for strengthening Bashak leaves supply chain activities in the Polder area. From beginning to till now, BGP has played a match making role to promote this women friendly business for Polder dwellers. In the meantime, WMGs members already have established good business relation with national pharmaceutical Company of SQUARE Group limited for directly selling the Bashak leafs. Both parties have been continuing their business services very carefully since last year and it is becoming a sustainable and profitable business for each other.



In Bangladesh herbal medicine companies like; ACME, SQUIRE, and Hamdard are the main buyer of this raw material and have unmet market demand. Bashak leaves is the raw material to produce the different cough syrup like, Bashak, Adivas, Divas, Neovas, Expectoma, Tuska etc. Most of the companies wildly collect the Basok leaves from unrecognized sources. So here have a good business competition for collect Bashak leaves with keeping quality standards.

Producers are the main actors as well as beneficiary of this business. They will continue the Bashak production and also can be increase the production volume through expansion of new area in order to fulfill the buyer demands. They will play the key role to keep the actual medicinal value as well as quality of the Bashak leaves.

All reported companies are the main buyer of this product. Company is the end level consumers to use the raw material for produce the different cough syrup. They will collect the leaves from producers from farm gate. Company will give the facilities of all kinds of transaction process (price rate, transportation, packaging service etc) by mutual discussion with producers. Company also will give the advice to producers for its quality control.



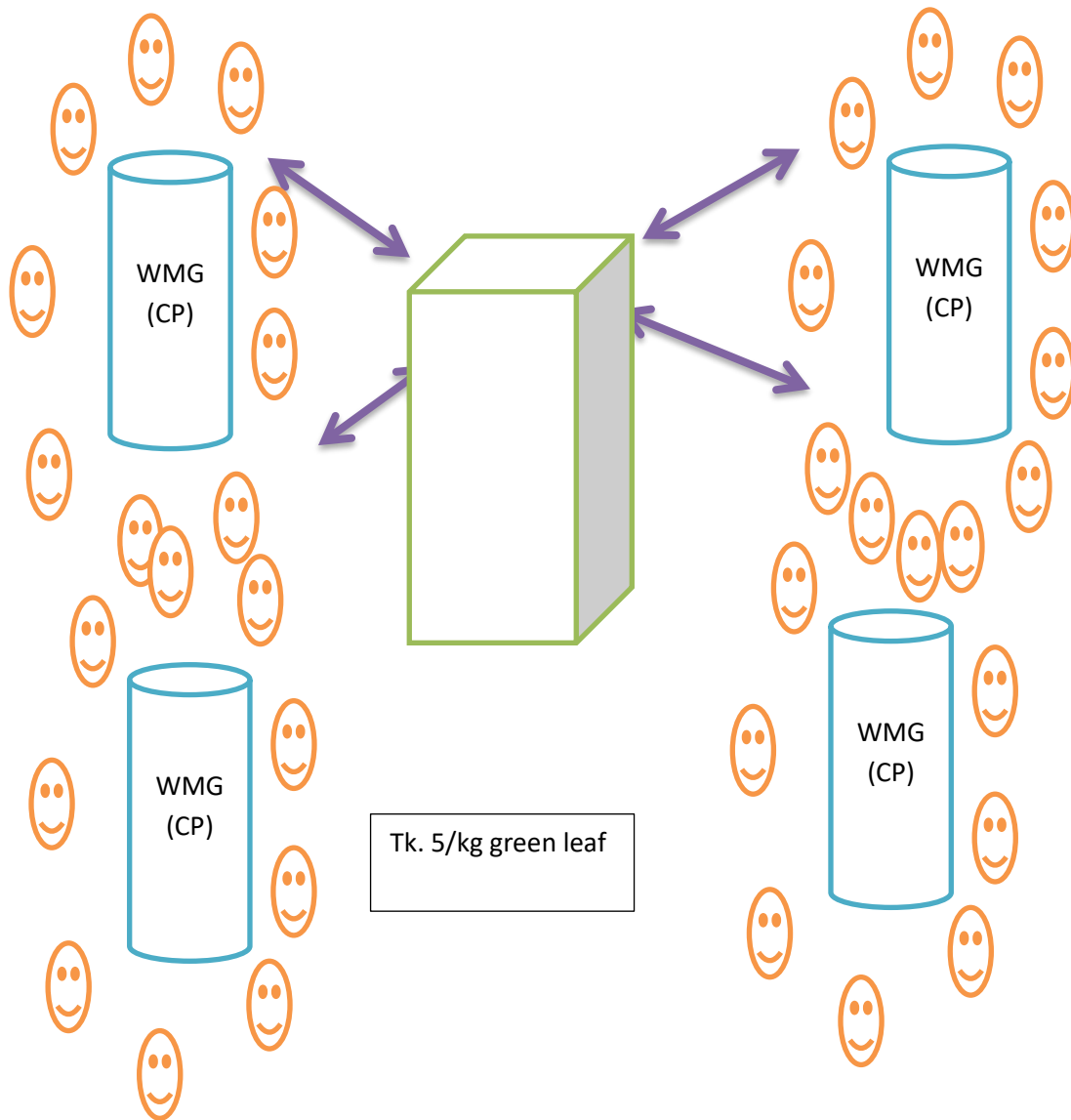
Major interventions:

- Match making Workshop to promote Bashak leaf supply chain
- Capacity building of basok collectors
- Capacity building on basok cutting preparation
- Linkage building with public and private sectors
- Capacity building of WMOs to take positive initiatives to make supply chain efficient.



# Basok leaf marketing system

Option -01: Producers selling green leaves to National Collector (NC) through WMGs collection point (CP) National collector



Supply system:

WMG and National collector jointly discuss and establish the temporary collection point/place (for particular time in a day) where all producers bring the green leaf and sell it by daily payment system.

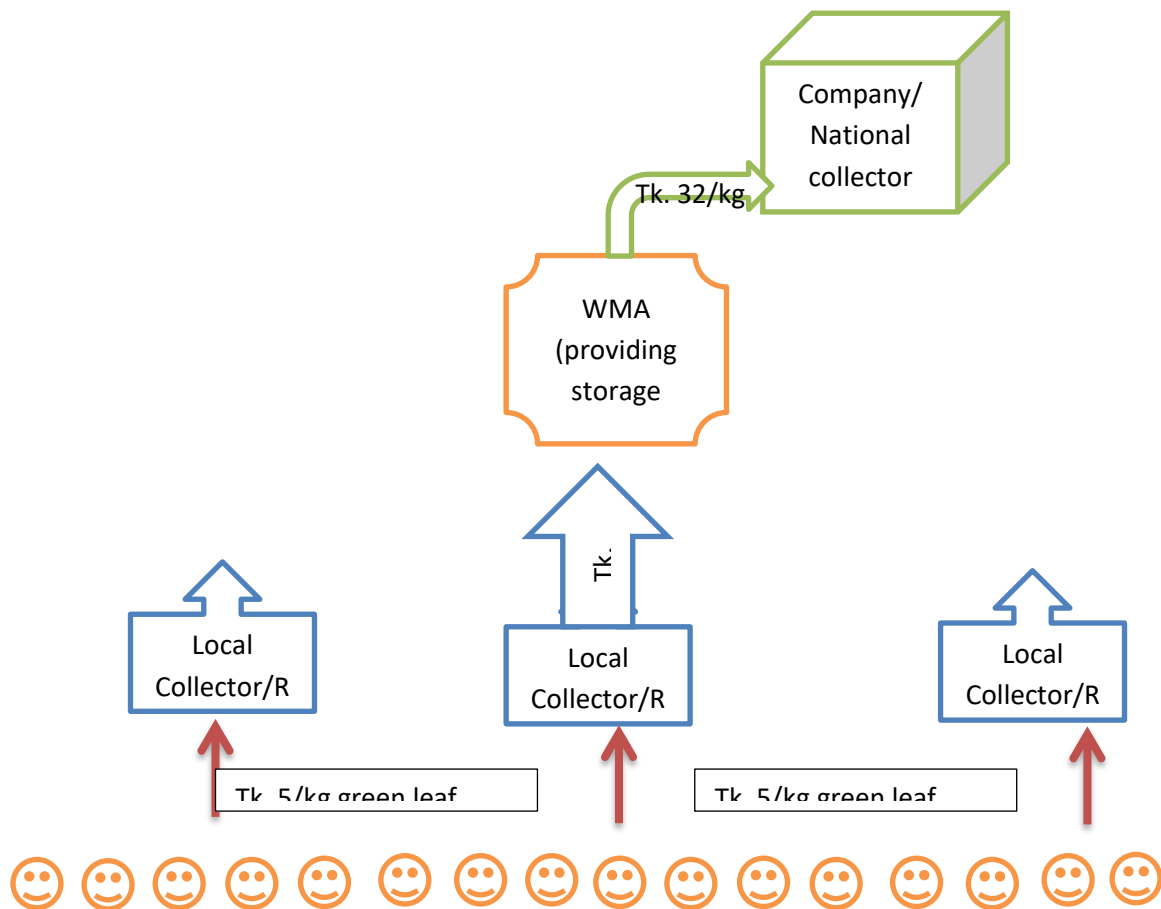
Process of this system	Disadvantage of this System	Business trend
All producers just harvest green leaves and bring it in the	Producers get less	Daily payment system

<p>WMG manage temporary collection point/place and selling directly to NC by Tk 5.</p> <p>WMG just take a leadership for running the supply chain but don't take any profit share.</p> <p>National collector stays in Polder area for certain period (15-20 days) and deployed labor for processing activities.</p> <p>Producers get opportunity of daily payment system by selling small amount of green leaves.</p> <p>Anyone can sell a dry leaves, if he/she can properly maintain quality control during the processing (drying, packaging and storage).</p>	<p>benefit due to selling green leaves.</p> <p>There is no any interlink between WMGs and WMA.</p>	<p>increases the business mentality of the producers.</p>
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Option -02: Local Collector (LC/RF) selling dry leaves to National Collector/Company through WMA  
Supply system:

WMA collect and storage the dry leaves through local collectors/RF and sell to National collector or pharmaceuticals company after sign the agreement. In this process, WMA establish the collection center and keep the storage facilities where LC/RF/producers directly sell dry leaves by BDT.30.

Process of this system	Disadvantage of this System	Business trend
<p>If dry leaves directly selling to National collector, he will pay in cash and in some cases he pay 30% advance to WMA.</p> <p>If WMA directly selling leaves to the company, they give the final payment through bank account after checking the quality.</p> <p>WMA/LC/RF's needs primary investment when they collect leaves from producers.</p> <p>LC/RF will pay 5 taka per kg to producers, when they collect green leaves and after drying they will store it in WMA and sell to NC by Tk 32 (1 kg dry leaf come from 4 kg green leaf)</p> <p>WMA gets profit 2 taka per kg by providing storage facilities to local collector.</p> <p>Producers get opportunity for selling green and dry leaves to LC/RFs.</p>	<p>Producers are not skilled about the processing system (drying, packaging and storage).</p> <p>The producers lose the business interest, if they don't get the payment in timely.</p> <p>LC/RFs are not capable to follow the daily payment system without getting advance from WMA or any others sources (NC).</p>	<p>It is very sustainable business model but Payment system is very lengthy.</p>



In Satkhira, District level seminar was organized to promotion of Bashak leaf production & marketing activities. The seminar was chaired by Md. Samsur Rahman, UP Chairman, Fingri Union Parishad. In the Seminar, speech given by Mr. Ashrafuzzaman Khan, Executive Engineer, O&M Division-2, BWDB as chief Guest, Dr. Nasrin Akter (Associate Professor, Government College, Satkhira) and Mr Guy Jones was given his own speech as special guest. Also Beauty Sultana and Hafizur Rahman given their speech as Bashak Producers.

**Recommendation:**

Bashak has been growing wildly in uncultivable land as a fencing plant and normally people are used this plant for fire wood. Never producers used it as their income sources and they did not know about this marketing system. At this initial stage, Option-01 is better for creating business enabling environment of this valued product in the Polder.

### Lesson Learnt and Achievements

- Basok leaf collection and selling can be great opportunity for poor and extreme poor women new income source.
- There is always opportunities for basok leaf supply business expansion and more income
- Nationally and globally there is always a huge demand of herbal medicine and Bangladesh has an opportunity to be a global supplier
- There is an opportunity for women empowerment.
- Polder dwellers can use fellow land, road side land for basok cultivation.