

Toggle menu
Blue Gold Program Wiki

Navigation

- [Main page](#)
- [Recent changes](#)
- [Random page](#)
- [Help about MediaWiki](#)

Tools

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Page information](#)

Personal tools

- [Log in](#)

personal-extra

Toggle search

Search

Random page

Views

- [View](#)
- [View source](#)
- [History](#)
- [PDF Export](#)

Actions

File:D-19.2 Seminar on Promotion of Bashak leaves supply chain development.pdf

From Blue Gold Program Wiki

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- [File](#)
- [File history](#)

- [File usage](#)

**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 Alam, Business Development Coordinator, Blue Gold program and D. Md. Moudud Ahmed, Executive- PMD, SQUARE Group.



Go to page



[next page →](#)

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[Original file](#) (1,240 × 1,753 pixels, file size: 632 KB, MIME type: application/pdf, 2 pages)

Summary

Report On Match making workshop to promote Bashak leaves supply chain

File history

Click on a date/time to view the file as it appeared at that time.

Date/Time	Thumbnail	Dimensions	User	Comment
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current [11:02, 20 April 2021](#)



1,240 × 1,753, 2
pages (632 KB)

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Report On Match
making workshop to
promote Bashak
leaves supply chain

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Namespaces

- [File](#)
- [Discussion](#)

Variants

[Categories:](#)

- [Training reports](#)
- [Training](#)
- [Documents in English](#)
- [Farming-as-a-Business Courses](#)

This page was last edited on 20 April 2021, at 11:04.

Blue Gold Program Wiki

The wiki version of the Lessons Learnt Report of the Blue Gold program, documents the experiences of a technical assistance (TA) team working in a development project implemented by the Bangladesh Water Development Board (BWDB) and the Department of Agricultural Extension (DAE) over an eight+ year period from March 2013 to December 2021. The wiki lessons learnt report (LLR) is intended to complement the BWDB and DAE project completion reports (PCRs), with the aim of recording lessons learnt for use in the design and implementation of future interventions in the coastal zone.

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