



PROKRATEE

a fair trade company
manufacturing and
exporting handicrafts



**PROKRATEE
GUARANTEED
FAIR TRADE**

**ANNUAL REPORT
2015-16**

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Cover image:

This picture features the artisans of Hajjiganj Basket Unit, forming a human chain, on the Fair Trade Day (14th May, 2016).

foreword

We are excited to bring you Prokritee's annual report for the fiscal year 2015-16.

Everyone at Prokritee worked very hard in the fiscal year of 2015-16 to maintain timely productions and shipments. It was a challenging year for our producers due to continuous rainfall which made it difficult to get their productions done on time. The shipping team pushed the producers continuously to deliver their orders on time. The marketing and sales team worked hard to find new buyers.

The design team made a lot of efforts to develop new items, improve the quality of some products, and arranged workshops for the producers on quality improvement. And of course, we are grateful to our buyers who have shown their utmost patience with us in the matter of delays in production and shipments.

For the first time this year, Prokritee participated in the WFTO conference in Milan, Italy. It was a good opportunity for Prokritee representative to meet with a large number of fair trade practitioners and buyers there.

In August 2015, fifteen Japanese students from Kanjuwa Prefectural Yokohama Senior High School visited Sacred Mark Enterprise, one of the production units of Prokritee. During their two-day visit, the students were able to know about the artisans and learn about fair trade practices at the artisan level. In May 2016, Prokritee team had a fabulous time with a group of students from Bluffton University in Ohio, USA. They were here in Bangladesh for about three weeks on a cross-cultural trip.

We launched a redesigned website in the beginning of this fiscal year which helped us to reach some new buyers. This year, our total turnover was increased by 8% and we hope to do well in the coming years too.

With best regards,
Swapan K. Das
Executive director



introduction



a. context

Bangladesh, the eighth most populous country in the world, is a home to rich history, diverse culture, colossal rivers, and magnificent forests. Besides its agricultural sector, which comprises about 20% of the country's GDP, Bangladesh is also known for its incredible feat in the garment industry. Though small in size, Bangladesh's handicraft sector is well known all over the world, it creates job opportunities for a vast number of rural, poor, and indigenous people.

Prokritee is a Not-for-Profit Company which follows the ethical practices of a Fair Trade Organization. It works with handicraft sector, and most of its products are manufactured in its own production centers and by some partner organizations based in the rural areas of Bangladesh. Rather than focusing on the maximization of profits, Prokritee aims to create employment for the rural women while developing products that extend the cultural heritage of Bangladesh. Currently, more than 3,000 artisans work under Prokritee's production centers and its partner organizations.

In the last fiscal year, Prokritee attended the following international trade fairs - Christmas World and Ambiente (both of these events took place in Frankfurt, Germany), and Bangladesh Trade and Investment Expo 2016 in Bangkok, Thailand. These fairs helped Prokritee to reach new buyers and connect with many multinational fair trade organizations. Prokritee's design team released two exclusive Seasonal Product Catalogues during this fiscal year with all new range of products.

b. values

Our vision is that all rural women of Bangladesh live in dignity and are valued as contributing members of society.

Our focus is to develop the social and economic capacity of rural, disadvantaged women in Bangladesh by creating productive employment opportunities and sustainable linkages to world markets.

Our operating principles are to help people without regard to caste or creed; to always work in a spirit of love, respect and compassion, to make decisions that encourage self-reliance, to reach women who are in the greatest need, to spread messages of hope and peace, to demonstrate integrity in all actions, to show the way to non-violence in problem solving, to demonstrate simplicity in life and work style. We support income generating projects, as well as employment and skill development projects all over the country.

c. brief history

1920

Mennonite Central Committee (MCC) began as the relief and development arm of the Mennonite and Brethren in Christ Churches of Canada and the United States.

1970

MCC volunteers arrived in Bangladesh to help assist the survivors of the massive cyclone and tidal bore disaster in the southern region of Bangladesh.

1973-74

Famine struck Bangladesh and thousands of people died. MCC not only responded with relief but also began rebuilding communities and infrastructure.

1976

MCC Job Creation Program began. Priorities focused on creating employment for rural women.

2001

MCC created Prokritee to independently manage eight enterprises and to assist some partner groups to promote their export market.

1946

The first MCC volunteers arrived in West Bengal and Noakhali to help the people displaced by riots that preceded the 1947 partition of India.

1972

After Bangladesh's Liberation in December 1971, MCC began programs, focused on agriculture, with a vision of "nutritional self-sufficiency."

1975-99

MCC Job Creation Program established ten handicraft enterprises for women in rural Bangladesh, employing over 900 women and generating up to one million US dollars a year.

1995

Two enterprises, Action Bag Handicrafts and Eastern Screen Printers (ESP) became independent and registered as a Charitable Trust, Saidpur Enterprises.

2015

Prokritee became a guaranteed member of World Fair Trade Organisation and started working with the indigenous peoples in Bangladesh.

2011

Prokritee obtained export permits and began direct exports. It started DhakaCraft Bazaar, a marketing network to promote fair-trade for small handicraft producing organisations and opened 'Torulota Crafts', a new production unit in Agailjhara, Barisal.

2014

Prokritee became a provisional member of WFTO Global.

2008

Prokritee became a registered Not-for-Profit company under Offices of the Registrar of Joint Stock Companies and Firms.



1976 - Jute workshop from MCC archive

d. organisation

The members of the Company form the apex body of the organisation through the Board of Directors, consisting of eight members. The Executive Director delegates authority over the organisation to divisional directors, managers, production unit managers and other staff members. The limit of delegation of authority is manifested in the job description of each employee. The organisational structure is flat and informal. The staff can communicate informally and can quickly react to opportunities, set goals and decide strategies. Prokritee has the following broad divisions, plus the support of IT.

1. Marketing and Sales department is responsible for increasing the sales and creating new markets. Product design and Development, Shipping, Export and Domestic Sales are all part of this marketing and sales department. Prokritee's retail outlet is called SOURCE which provides domestic marketing supports to all the production centers, partner groups, and some fair trade organizations in the country.

2. The Production and Procurement department is responsible for looking after all the activities and material procurement of the production units and producers.

3. Human Resource department is responsible for creating opportunities for the employees to enhance their knowledge, skill, and ability.

4. Admin & Finance department is responsible for maintaining accounts, fund management, gratuity, provident fund, investment, budgets, and audits.

Number of Prokritee staff/artisans October 2016:

Executive Director		1
Marketing and Sales	Head of department	1
	Product design and development	7
	Shipping	7
	Export	2
Production & Procurement	Domestic market (incl. trainees)	14
	Head of department	1
	Management and Staff (incl units)	67
HR & Finance	Artisans (seasonal and regular)	1,012
	Head of department	1
Support	Staff, bearers and guards	28
	Information technology	1
Total		1,142



Members of Prokritee Board:
Standing from left to right: Mr. Mirza Najmul Huda, Mr. Mohammad Ahsanul Haq, Mr. Abdul Majid Mallik, Ms. Marina Tabassum, Ms. Sufia Akhtar Rahman, Ms. Kohinoor Yeasmin, Ms. Hasian A. Inam, Ms. Afzalun Nessa Chowdhury (Chairperson), Mr. Derek Alfred Urban D'Silva, Mr. Iqbal Hussain, Mr. Swapan Kumar Das (Executive Director)



marketing and sales

Prokritee's marketing and sales department ensures services to the buyers through clear communication and quick responses to their A-Z queries. This department is also responsible for developing and sending out samples to the buyers and searching for new markets. Currently, the marketing and sales department is comprised of a Marketing Director, an Export Manager, two Commercial Officers, and a Junior Marketing Officer. Due to their hard work, Prokritee was able to reach new buyers and make a Net Profit of Tk. 13,799,162 in the last fiscal year 2015-16. The overall turnover of the Company for the year was Tk. 133,389,245 which was Tk. 9,953,124 or 8% more than the previous fiscal year.

The Marketing department also supervises the retail outlet, Source, domestic wholesales, export market, and the shipping section. It also works closely with the design section to develop and circulate seasonal product catalogues throughout the year. Prokritee sends two product catalogues each year - one for Spring Summer and one for Autumn Winter. Prokritee's buyers can look into the catalogues and place orders for physical samples right away. The marketing department was able to add 7 new buyers in the last fiscal year, which include Ellume life (Australia), Leprosy Mission (Australia), Plan Shop (Germany), Barbosa Fair Trade (Netherlands), Rose Capstick (UK), and Red Thread Life (USA). In the last fiscal year, Prokritee's sales went up in all the continents--Europe (by 3.58%), US/Canada (by 9.56%), Australia/New Zealand (by 20.12%), and Asia (by 20.32%).



Prokritee's shipping team

a. export sales

Top ten buyers of this financial year

Ten Thousand Villages, USA	US \$ 343,478
The Body Shop International, UK	US \$ 244,520
CTM Altromercato Soc. Coop, Italy	US \$ 177,305
Ten Thousand Villages, Canada	US \$ 94,439
Trade Aid Importers, New Zealand	US \$ 92,249
Traidcraft Plc, UK	US \$ 64,336
EI-Puente, Germany	US \$ 36,850
EZA Fairer Handel, Austria	US \$ 30,476
Fair Trade Company, Japan	US \$ 29,145
SERRV International, USA	US \$ 25,196

b. packing and shipping

The Packing & Shipping section obtained good experience in handling shipments properly by maintaining adequate packing, good quality cartons and correct documentations with complete satisfaction of the buyers. We do apologise that in some cases our shipments were delayed, due to heavy rainfall over a longer period of time. We are grateful that our buyers were so kind to consider and extend the shipment dates on our request.

c. design and development

Prokritee's design department provides a support system for the production units and the partner organizations to develop new products and improve on the existing ones. Currently, this department consists of a design advisor, an expatriate designer, a design manager, and two designers. Prokritee also has 5 designers in the production units to combine skills of the producers to meet the need of its buyers.

The design department is committed to designing products that are inspired by the cultural heritage of Bangladesh. It also ensures the use of indigenous raw materials, which are locally available, inexpensive, biodegradable, harmless to health, environment-friendly, and easily convertible into products. The department also makes sure that producers are only using AZO free and natural dyes in their coloured products.

The design department supports Prokritee's Production Units by providing them with the opportunities to improve their skills too. It also modifies the products for the purpose of customizations for the buyers and does quality checking regularly before packing the products for shipping.

Throughout the last fiscal year, the design department organized two designers meetings and two product selection meetings. During these meetings unit managers, partners and designers discussed and decided on latest design trends, skills sharing, various production techniques and their implementation. The design department was also responsible for producing two product catalogues – one for Autumn-Winter, and the other for Spring-Summer and circulating those to the buyers on time.

In order to maintain the quality of the products, Prokritee's design department provided several quality training sessions for the artisans in the last fiscal year. Prokritee's Design Advisor attended the annual South Asia Women Network (SWAN) conference in October, 2016. The department also launched a newly redesigned website and introduced designers' calendar for all designers, units, and partners, which was helpful for managing of the design processes efficiently. To experiment with new raw materials, screen printing, block printing, and marbling, the department set up a workspace on the rooftop of Prokritee building last year. The workspace would also be useful for making product samples and providing training to the artisans when needed. Last year a team from De Milo Design Studio and Letterpress (US) provided an exclusive training, titled "Miracle of materials", on new marbling techniques to all the designers of Prokritee and some producers.



Picture frame by Shuktara



Skirt by Sacred Mark Enterprise.



Greeting cards by Bonoful.



Slippers by Bagdha Enterprise.



Lamp shades by Mrinmoy Baroi.



Star ornaments by Biborton Handmade Paper .



Journals by Shuktara Handmade Paper.



Baskets by Hajiganj Handicrafts.

d. domestic sales



Prokritee's local outlet is called SOURCE which was inaugurated on 5th June 1986 by Barrister Rabeya Bhuiyan, the former honorable Minister for Social Welfare and Women Affairs of Bangladesh. It is located at House Number 1/1, Asadgate Road, Block-A, Mohammadpur, Dhaka.

Since its inception, SOURCE has been providing marketing support to Prokritee's production units, partner groups, and some fair trade organizations by purchasing and promoting their products. It is mainly run by student trainees and general staff who promote fair trade by retailing handcrafted products; distributing brochures, business cards, leaflets to potential customers and participating in different fairs/exhibition at expatriate clubs, high commission/embassy premises, and other places.

SOURCE works as a link between the artisans of the production units and Prokritee head office. With the help from the design department and through collecting customers' feedback, SOURCE tries to purchase products which are sensitive to seasonal variations, festivals, and customers' desires. It sells products at both retail and wholesale prices. The retail part is a well-decorated outlet where all the products are displayed and sold. The wholesale department sells its products to the retailers in Dhaka and some partner organizations. Currently, SOURCE's yearly sale is about 15 million BDT.

Some of SOURCE's best-selling items are handmade papers, greeting cards, baskets, notebooks, journals, wrapping papers, jute bags, home décor items, gift items, natural indigo, batik clothes, saris, table linens, placemats, lampshades, toys, jewelry and various seasonal products.

SOURCE has a diverse group of customers, which include students, interior decorators, women who buy special saris, and foreigners who want to bring home fair trade souvenirs for their family and friends.



production & procurement

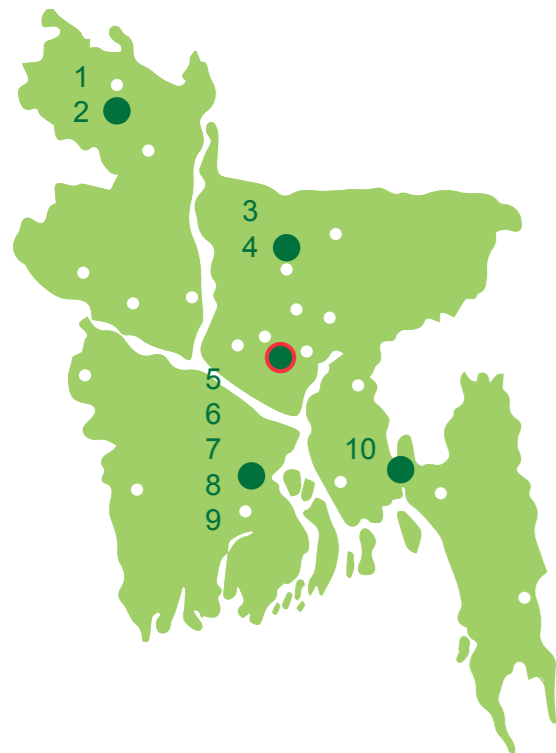
Production & Procurement department started its journey in 2008, during the registration process of Prokritee. With the support from the Design and Marketing department, the department operates under the leadership of a director who is assisted by one staff member. This department is responsible for following up the orders with the production units and partner organizations, maintaining high quality of the products, and procuring of materials for production. This department is also responsible for arranging Producers Management Committee (PMC) meetings and Producers Steering Committee (PSC) meetings. The Production Director supervises and manages Prokritee's ten production units situated in Nilphamari, Feni, Mymensingh, and Barisal districts. The units are managed by Unit Managers with the assistance from a producer management committee and technical professionals who work closely with the producers.

Currently, there are 81 management and administrative level employees and over a thousand producers working under Prokritee's 10 production units. Through working with these units, the producers are able to earn enough money to maintain their livelihood, send their children to school, and provide health care for their family members. The producers are also able to save a good amount of money in their gratuity funds, provident funds, and savings accounts.

Prokritee's **Hajiganj Handicrafts - Basket Unit** uses kaisa grass, palm leaves, hogla (sea grass), and recycled fabrics to make different kinds of baskets. The unit was initially set up by the Mennonite Central Committee (MCC) Bangladesh in 1999. Currently, the unit is situated in an underdeveloped village in Nilphamari district and it employs 47 regular producers and 287 seasonal producers.

The producers in Hajiganj Handicrafts are experts in making high quality baskets in different shapes, sizes, and colours. In the last few years, their colourful basket hampers have become excellent sellers in the US and European markets. Soon, they will be introducing a new line of baskets, made out of jute, kaisa, and hogla.

In the last fiscal year, the recycled sari wrapped basket was the best-selling item for Hajiganj Handicrafts and they sold around 20,000 sari baskets. It was a good year for the producers as they were able to make a new sales record and had sufficient orders throughout the year.



- 1 **Hajiganj Handicrafts Baskets Unit**, Hajiganj, Nilphamari
- 2 **Hajiganj Handicrafts Crochet Unit**, Saidpur, Nilphamari
- 3 **Bonoful Handmade Paper**, Muktagacha, Mymensingh
- 4 **Sacred Mark Enterprise**, Mymensingh
- 5 **Jobarpar Enterprise**, Jobarpar, Barisal
- 6 **Keya Palm Enterprise**, Boromogra, Barisal
- 7 **Torulota Handicrafts**, Nagarbari, Barisal
- 8 **Bagdha Enterprise**, Bagdha, Barisal
- 9 **Biborton Handmade Paper**, Kalurpar, Barisal
- 10 **Shuktara Handmade Paper**, Charipur, Feni

○ Partner production units

● Prokritee Headquarters, Dhaka
SOURCE, Dhaka



Hajiganj Handicrafts – Crochet Units is one of the production units of Prokritee where the majority of the producers are from Bihari families. These people are part of an ethnic group from northern Bangladesh who had to flee their home twice during the partition of India and Pakistan. All of the producers in this unit are women, who have learned their crochet skills from their mothers or grandmothers. The unit started its journey in 2005 with only 22 women. Now it has 49 regular producers and 222 seasonal producers.

The crochet producers have developed their expertise in making different types of products with recycled and new fabrics. Their recycle sari blankets are very popular in Australia and Canada. Last year was a very good year for the producers as they made new sales record by selling over 2,200 pieces of sari blankets and 13,000 pieces of sari coin purses. They also sold 450 pieces of sari bags and 10,000 pieces of flowers made out of recycled saris.

Last year, with the assistance and involvement from Prokritee's Design and Marketing team, the producers of Crochet unit were able to develop hundreds of new crocheted samples. The producers also received special training from Prokritee on product quality maintenance and packaging.



To meet the increasing demand for handmade paper in the international market in the early nineties, the Mennonite Central Committee (MCC) started **Bonoful Handmade Paper** project with a few producers in a village called Dharagram in Mymensingh district. Currently, it employs 44 regular and 15 seasonal producers.

Bonoful uses natural and local materials such as hemp, wheat straw, pineapple leaves, coconut fibres, recycled newspapers, and cotton waste from garment industry to produce their unique and creative handmade papers. The producers of Bonoful also produce a wide range of paper products, like - greeting cards, gift bags, journals, lampshades, photo frames, photo albums, and boxes. In the last fiscal year, Bonoful developed 119 new product samples, out of which Bonoful received orders for 35 items from the export buyers. Their greeting cards were the highest selling items and they sold over 14 thousand pieces in foreign markets. Their second highest selling item was notebooks. Compared to the fiscal year 2014-15, their overall sales has increased by 24% in the year 2015-16..



Sacred Mark



Out of all the production units of Prokritee, **Sacred Mark Enterprise (SME)** stands out the most because of its unique producers. It was set up by the Mennonite Central Committee (MCC) in 2009 to provide an alternative employment opportunity to some former sex workers. Later in 2015, it was taken over by Prokritee. Currently, SME employs 28 regular, 7 casual, and 20 home-based producers.

Sacred Mark has two major product lines: Handmade Natural Soap and Recycled Sari Products. Its handmade luxurious soaps are made from 100% natural ingredients and colorants, such as coconut/palm oil and essential oil. Its second product line is the recycled sari products, which includes many different kinds of hangers, blankets, skirts, etc. 'Throw', a recycled blanket, was their best selling product from last year.

Working under Prokritee has changed many aspects of SME. Now, the producers of SME have joined under the schemes of contributory provident funds and gratuity, festival benefits, and Prokritee's organizational policy. SME producers also have direct support from Prokritee's design team and its products are available to Prokritee's export buyers. In the last fiscal year (2015-2016), SME's sale has gone up by 50%. However, their domestic sales have gone down slightly.



Jobarpar Enterprise started its journey in 1984 with sixteen producers. Just like Biborton Handmade Project, Jobarpar Enterprise uses the same ingredients—water hyacinth and silk—to produce the handmade papers. Currently, it employs 43 permanent producers, 25 seasonal producers, and 10 staff members. Most of its producers are divorced or widowed women who are in need of jobs to maintain their families.

Jobarpar Enterprise is a well-known unit of Prokritee for producing a wide variety of beautiful Christmas products. Its main products are greeting cards, Christmas and Easter gift items, birthday items, ornaments, photo frames, gift boxes, gift bags, garlands, wedding items, and jewelry items.

Jobarpar Enterprise sells its products all over the world. Some of Jobarpar's biggest buyers are The Ten Thousand Villages (USA and Canada), CTM Altromercato (Italy), Oxfam Shop (Australia), Trade Aid Importers (New Zealand), El-Puente (Germany), Fair Trade Company (Japan), and X-mas Art Germany. In the last fiscal year, Jobarpar's sales increased by more than 3%.



Keya Palm Handicrafts is one of the production units of Prokritee which makes products with the leaves from Palm and Keya trees. Initially, there were only seven women in this unit, who were taught how to make products with these leaves. Currently, there are 45 regular and 25 seasonal producers working for the unit.

Producers of Keya Palm Handicrafts are highly skilled at making assorted bracelets, earrings, pencil holders, napkin rings, baskets, and star streamers that are used as exclusive Christmas decorations and gifts. Their star streamer is the most popular item and it is sold all over the world. Recently, the unit has added recycled sari, bhodi leaf, and bamboo as its raw materials, which are used to produce hot-pot holders, earrings, baskets, and other products. Last year, the unit's best-selling products were recycled sari pot holders and star streamers. Due to the consistent orders throughout the year, the unit has had 10% sales increase in the last fiscal year.



Torulota Crafts is another one of Prokritee's production unit that is located in Agailjhara, Barisal. It was set up by the Mennonite Central Committee (MCC) almost 15 years ago from now with a few artisans who used pathi grass as its raw material to produce table mats, pencil holders, and jewelry boxes. Currently, it employs 15 regular and 10 casual producers. Recently, the unit has installed a screen printing facility in order to produce wrapping papers for Source (Prokritee's local outlet in Dhaka) and to develop screen printed products for the other units of Agailjhara.

After a lot of research, Torulota has recently added some new raw materials to make its products, such as recycled sari, jute twine, sari twine, etc. These newly added materials are used to make sari wall hangers, jute rope wall hangers, sari twine balls, etc. In the last year, Torulota's best-selling products were recycled sari bath mitts, recycled sari wall hangers, and sari blankets. Due to the steady orders throughout the year, Torulota's sale increased over 100% last fiscal year.



Bagdha Enterprise started its journey in 1982 in a small village called Bagdha in Barisal district. It provided employment opportunities to the local women, as there was no such opportunity in the area before Bagdha Enterprise. In the beginning, the producers used to make rope and twine out of jute and hemp. They used raw jute and hemp fibers, which were brought from the local market to produce those ropes and twines. Three years after its inception, a wood-working component was added to the unit and the women started to make small wooden toys which were sold all over the world.

Now, besides producing rope and twine, the women at Bagdha Enterprise are making some products out of jute and hemp such as handbags, shopping bags, and purses with beads. They also make various kinds of Christmas decors, ornaments, hats, and friendship bracelets, etc. by using hemp.

Since 2006, Bagdha Enterprise has been producing bath mitts for The Body Shop International in the UK. So far, Bagdha's best-selling items are its exclusive bath mitts made out of hemp and twines. Currently, it employs 68 regular producers and 150 seasonal producers.



Biborton Handmade Paper is a unique unit under Prokritee as it uses silk, waste paper, jute and water hyacinth (a weed that clogs up the waterways) as the raw materials for its production. The unit was set up in 1993 by the Mennonite Central Committee (MCC) in Kalurpar Village, Agailjhara. Due to excessive flood and droughts, the people living in this area suffer from high unemployment and poverty. Over the last few years, many local women were able to earn their living and learn the paper making skill through working at Biborton. Currently, it employs 60 regular and 28 seasonal producers.

Due to the abundance of water hyacinth, Biborton is able to make high-quality fibers and supply their papers to its local and international buyers. Biborton also thrives in making exclusive silk handmade papers and paper products for its buyers in Italy (specifically CTM Altromercato) and some other countries. Some of its popular products are notebooks, photo frames, paper bags, Christmas decoration and gifts, and greeting cards. In the last fiscal year, Biborton has introduced some new products such as pencil cases, bottle bags, purse bags, etc. Silk paper bags and silk wrapping papers were its best-selling items from last year.



> All production units of Prokritee

Shuktara Handmade Paper is the first handmade paper project in Bangladesh. Mennonite Central Committee (MCC) started the project in 1989 at BSCIC Industrial Estate in the town of Feni. All the producers in this unit are women. Currently, it employs 33 permanent and 11 seasonal producers.

The producers of this unit are experts at making handmade papers from waste jute, cotton, banana fibres, silk, etc. They are also experts at making creative handmade paper products - such as decorated cards, lampshades, photo album, gift boxes, stationery sets, greeting cards, and wrapping paper. Recently, they have started making jute and leather bags.

Shuktara has a huge market for its products in the U.S. Canada, and Australia. Some of its biggest buyers are De Milo Design & Studio and Papers Source, Ten Thousand Villages in the US and Canada; and Fair Trade Company in Japan. In the last fiscal year, Shuktara's sales went up by 37% and its marbled paper was their best-selling item.



Artisans of Shuktara Handmade Paper Project



b. partner organizations

Prokritee works with several partner organizations which are also involved in supporting disadvantaged women from rural areas. These organizations are located in various parts of the country and make unique products.

Prokritee supports these partner organizations with marketing, shipping, and developing new product designs. Here are some of the main partner organizations of Prokritee:

Sabalamby Unnayan Samity

Batik, fabrics, saris, hair bands, scarves, garlands, bamboo clips, earrings etc.

Royal Brother Crafts

Handmade lampshades and candle holders

New Keya Crafts

Lampshades, wooden stools, ornaments, paper flowers, and recycled sari chairs

Mrinmoy Pottery

Clay pottery, candle holders and nativity sets

Jajal Nagor Development Program

Baskets, place-mats, wallets, bird-house balls

Shova Handicrafts

Handmade greeting cards, jewellery boxes

Eastern Screen Printers

Handmade greeting cards, boxes, stationary sets, wrapping papers, gift tags

Action Bag Handicrafts

Jute canvas, bags, and purses

The Tripty Project

Bags, garments, and cushion covers

Young Women Christian Association

Toys, Christmas trees, decorative items

Centre for Rehabilitation of the Paralysed

Chairs, toys, greeting cards

Protibondi Community Centre

Greeting cards

Adhivashi Unnayan Forum

Blankets, toys

Grameen Khadi

Handwoven cotton fabrics (khadi)



Eastern Screen Printers

human resource

The Human Resources (HR) department of Prokritee looks after the administrative support services, general services, office supplies, housekeeping, vehicle operations, and security services at the Dhaka head office. All other divisions are expected to seek advice and assistance from HR department while dealing with HR related issues. The department is a centralized support system for everybody in the organization where all personnel related documents are stored. Currently, the HR department consists of a manager, an administrative officer, a front desk officer, a logistics assistant, a cleaner, a bearer, a cook, a driver and 4 security guards.

The HR department of Prokritee is mainly responsible for preparing HR Policies and finalizing those policies through Prokritee Management Team (PMT) meetings. The department is also responsible for organizing the recruitment process and initiating career development and succession exercises.

Last year, ten Prokritee staff participated in the following training programs authorized by the HR department:

- Human Resource Management training for new HR Professionals at BIM (Bangladesh Institute of Management)
- Income Tax and VAT Management training at BIM
- Professional Income Tax Management training at BIM
- First aid training at ECOTA fair-trade forum
- English skill at Pre-Intermediate level at the British Council

One of the main goals of this department is to work on the group insurance for regular and confirmed employees, which was unfortunately not fulfilled in the last fiscal year.

Another important goal of the HR department is to make sure the producers are earning the minimum wage as set by the government. At present, producers at all units are earning 131 BDT/per-day, in addition to other benefits such as gratuity fund, provident fund, bonus, and medical allowance.

The HR department also looks after the profits generated by the production units as those are allocated to different areas of the organization, such as producers' skill development fund, community development funds, working capital, performance bonus, and medical allowance, etc.

finance

Prokritee's finance department provides appropriate financial supports to meet the targets as set for the profitability of the organization. This department is also responsible for preparing budgets, forecasting and monitoring of turnovers, profits, capital expenditures, and overseeing cash flows and funds of all the production units and the headquarters. Currently, the department consists of a Finance Manager, a Deputy Manager-Accounts, a Deputy Manager Audits, a Junior accounts officer, and an Accounts officer.

Besides presenting various financial reports to the management, the finance department oversees the cash inflows and outflows of the organization on a daily basis and prepares monthly performance reports against cash forecasts. The department also oversees all budgetary, accounting, income tax, internal and external audits, investments, product costing and pricing, and management information.

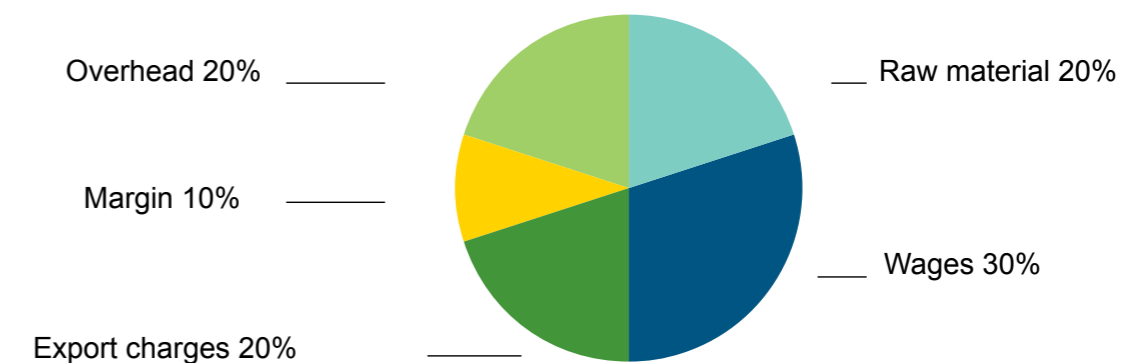
Here are some of the key achievements of this department in the last fiscal year:

- Established a security system in Prokritee's accounting software, Tally.
- Completed external audits for the units and headquarters on time.
- Conducted internal audits at all the production units.
- Encashment and investments of new funds as required by the organization.
- Updated all the bank accounts and opened new bank accounts as required.
- Conducted accounting workshops for the accountants.
- Submitted income tax returns for all staff members who needed to file tax returns.

Here are some of the assignments which remained incomplete by the end of the year:

- Implementation of a barcode system on products in Prokritee's retail outlet, Source.
- Submission of Prokritee's organizational Income Tax Return for the year 2015-16

Prokritee FOB price breakdown.



DhakaCraft Bazaar (DCB)

As a fair trade company, Prokritee would like to organizing events that promote Fair Trade throughout the year. In the last 5 years, Prokritee has been organizing DhakaCraft Bazaar (DCB), an event that promotes and extends the products produced by small and medium scale enterprises, who also maintain fair trade standards. DCB a day-long event which takes place 5-7 times/year, mostly in the diplomatic zones of Dhaka city.

The event provides a great opportunity to the local fair trade organizations to collaborate, share ideas, and reflect upon future goals, apart from retail sales. For the vendors, it is a great place to meet new domestic and foreign customers, and fair trade supporters. Prokritee invites all its vendors, fair trade supporters, and customers to this event through circulating digital leaflets. On average, Prokritee invites 30-35 vendors to showcase their products at the event.

In the last fiscal year, due to a tragic incident at a restaurant in Gulshan area, there was some security concerns in city, which is why Prokritee was able to organize the DCB fair only once in February 2016. However, for next year, Prokritee plans to organize the DhakaCraft Bazaar for a larger audience, during with special events, such as World Fair Trade day, International Women's day, Christmas day, Bangla New Year, etc.



future plans

Prokritee's staff members and the Board of Directors have always worked together to create a brighter future for the company and its artisans. Thus, as a part of its future plan, Prokritee will continue to support local indigenous producer groups who are interested in handicraft business. Quite recently, Prokritee has started working with few indigenous groups from Rajshahi, Chittagong, Bandarban, and Rangamati districts who make traditional blankets, bags, and accessory products. In recent years, Prokritee has seen that the unique products made by these indigenous groups have greater demands in the export and domestic markets.

As for the domestic market, Prokritee still believes that there is a good number of fair trade consumers in the diplomat zones (Gulshan, Banani, Baridhara) of Dhaka city due to the presence of over 6,000 foreigners in these areas. If everything goes smoothly, Prokritee will soon open its long-wished second retail outlet in one of those diplomat zones.

Prokritee has been observing some positive results in the export market. It is spreading its business with the mainstream international commercial buyers, especially in Europe. In the last fiscal year, Prokritee was able to add 7 (seven) new buyers from different continents. Besides expanding its business to the foreign markets, Prokritee is also planning to attend various international trade fairs in Europe and Asia in order to be able to expand its export market.



Prokritee designers develop blankets with indigenous groups

financial position

prokritee office and units

Income July 2015 - June 2016	BDT *	US \$
Sales Export	108,628,253	1,385,388
Sales Domestic	24,760,992	315,789
Interest Income on Investment	2,330,147	29,717
Total Income	BDT 135,719,392	\$ 1,730,894
Expenses		
Cost of Sales	71,761,417	915,207
Administrative expenses	50,301,471	641,519
Marketing expenses	3,005,104	38,326
Development expenses	587,949	7,498
Total Expenses	BDT 125,655,941	\$ 1,602,550
Net Income	BDT 10,063,451	\$ 128,344

1 US \$ = 78.41 BDT
Source: www.xe.com

many greetings from our team!





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