

PRABRIDDDHI supporting development of Light Engineering Sector



Agricultural Mechanization in Bangladesh- The Future



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About PRABRIDDH

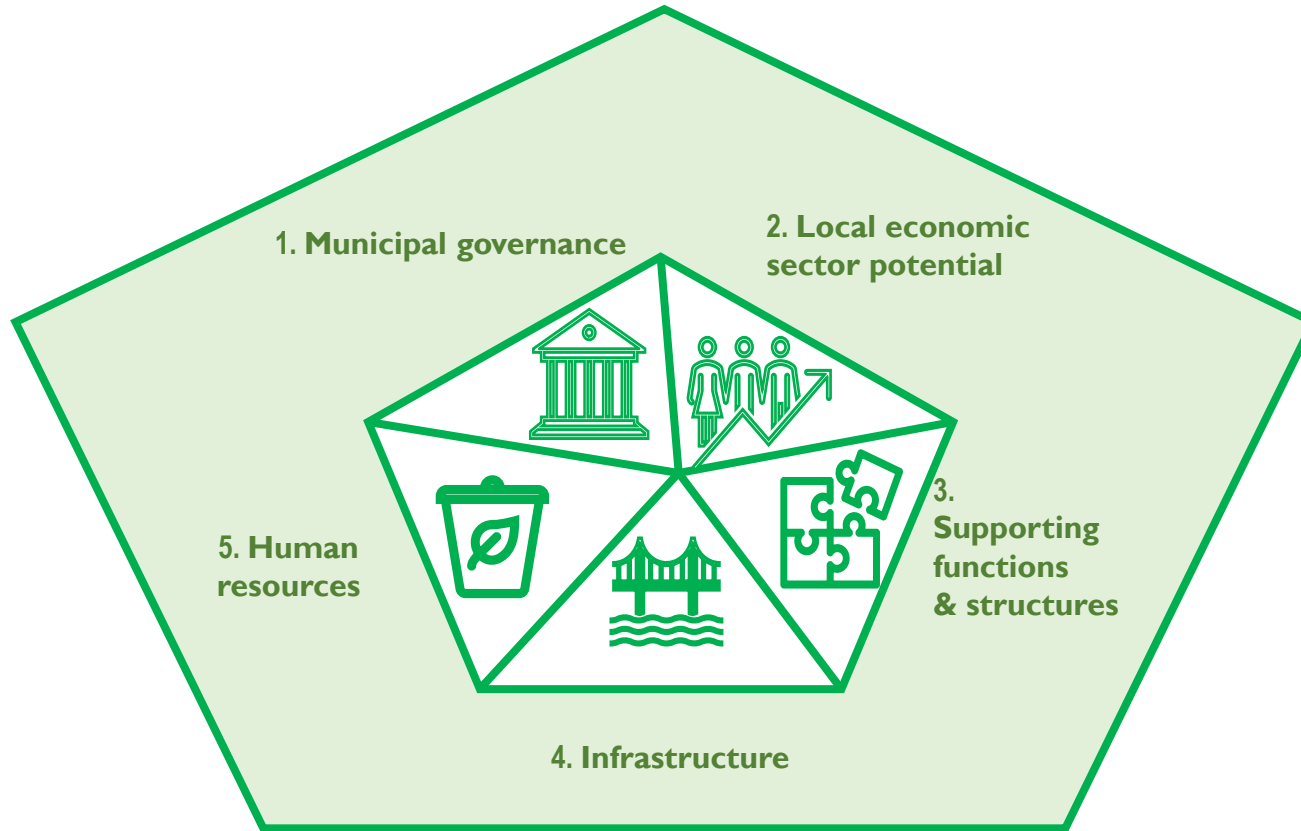
About the project: Funded by Switzerland and Government of Bangladesh, co-implemented by Swisscontact and Local Government Division (LGD), the PRABRIDDH project is working with the partner municipalities to foster local economic development

Project duration: July 2018 to August 2020 (Phase I)
January 2021-December 2024 (Phase II)

Working Area: Eight municipalities across the country



The Local Economic Development Approach

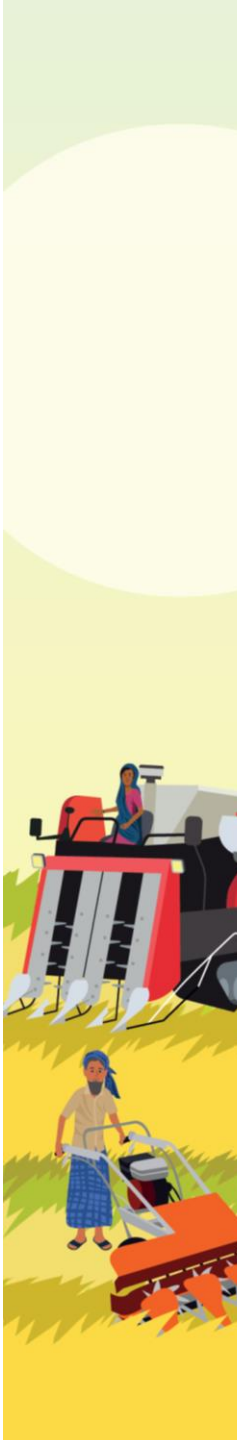
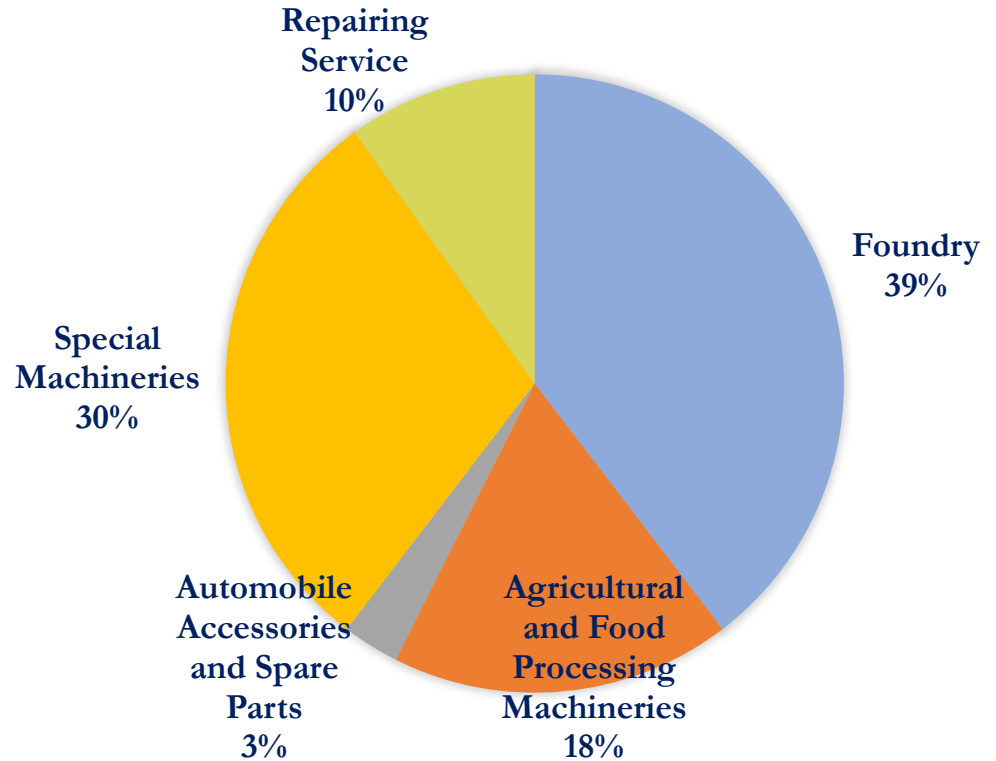


- ✓ *Economic competitiveness & growth*
- ✓ *Capacity building of local government institutions*
- ✓ *Enabling environment*
- ✓ *Institutionalization*



Overview of the LE Sector

- Jashore LE started **1960**
- **256** workshops
- Started to flourish since **1960**
- **2600** employed
- **5500 million BDT** turnover





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LE Sector supporting the following

- Agricultural Sector
- Bakery Industry
- Jute Mills
- Textile Industry
- Fish Feed Industry
- Construction Industry
- Automobile Industry
- Spinning Mills
- Saw Mills



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Top 5 Sub-sectors



Foundry



Repairing Service



Automobile Accessories & Spare Parts Manufacturing



Agricultural & Food Processing Machine Manufacturing



Special Machineries Manufacturing



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Key Import Substitute Products



Brake Drum



Tube Well



Propeller



Fodder Cutter



Flour Mixer



Mixer Machine



Silencer Footrest



Export Potential Products



Stone Crusher



Aluminum Pan



Centrifugal Pump





Drivers of Innovation for the sector

- Internet, YouTube, Facebook
- Customer Requirements
- Observing Imported Items
- Sometimes Expert Opinion
- Passion



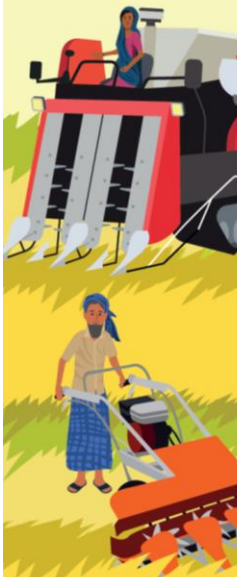
Oil Expeller Machine



Spice Processing Machine



Pressure Die Casting Machine



Despite so much potential, why is the sector struggling to grow?



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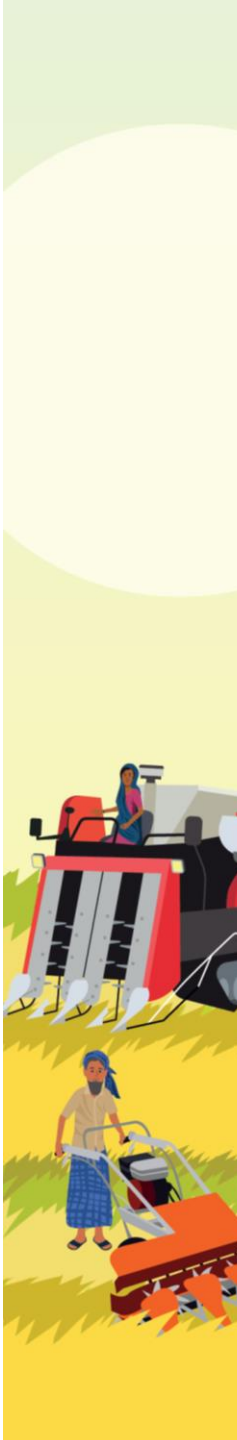
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Constraints and Challenges

- Still largely informal without proper licencing/ registration
- Backward Linkages- Sourcing of raw materials
- Production process
 - Skills
 - Traditional Technology
 - Lack of technical support
 - Product innovation
 - Quality consistency
 - Lack of specialisation



Constraints and Challenges

- Marketing and Outreach
 - Traditional
 - Referral system
 - Lack of commercial linkages with lead firms
 - Branding
- Investment and Expansion
 - Access to finance
 - Business Planning
 - Expert support



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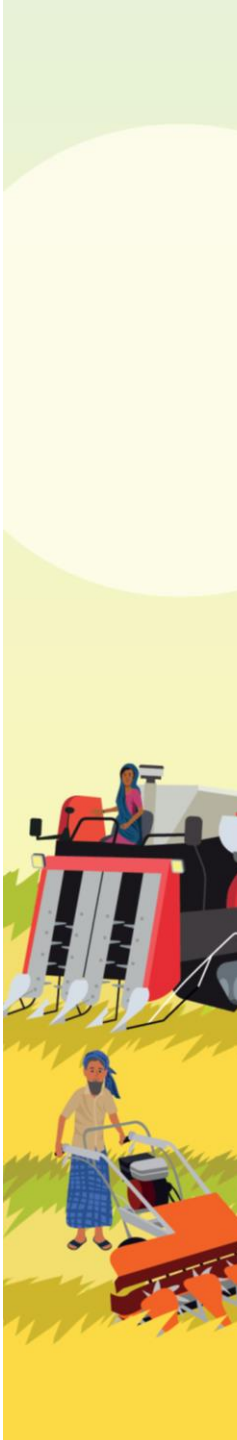
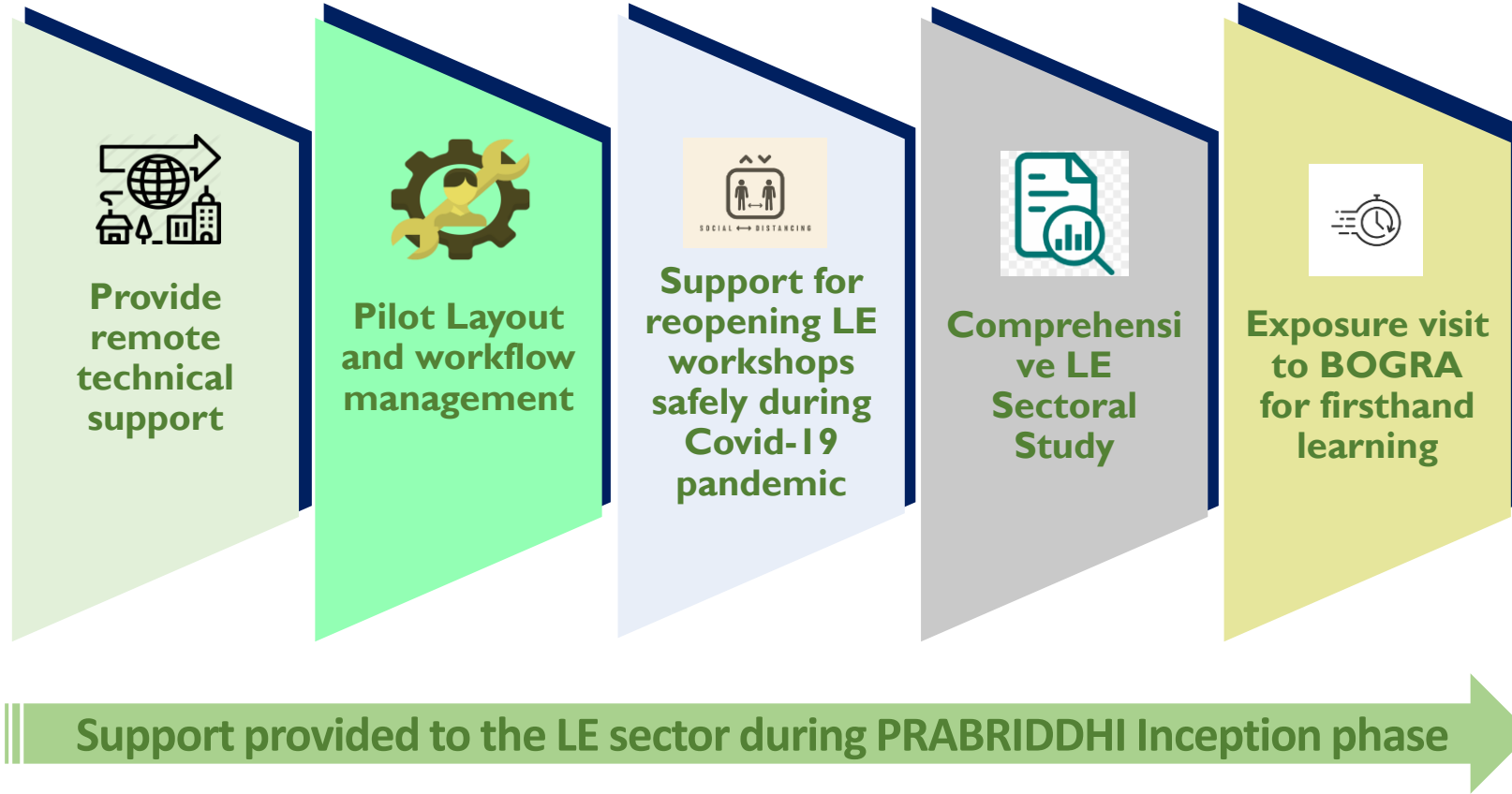


Constraints and Challenges

- Absence of Structured Policy Support
 - Standardization
 - Certification
 - Environmental licence
 - Workplace safety and security
 - Compliance



Background: Supporting Jashore LE Sector



Supporting development of the Sector

- ✓ Supporting Digitization through Online Directory and E-marketplace
- ✓ Supporting Product development and Innovation
- ✓ Exploring initiatives to support backward and forward market linkages
- ✓ Entrepreneurship development



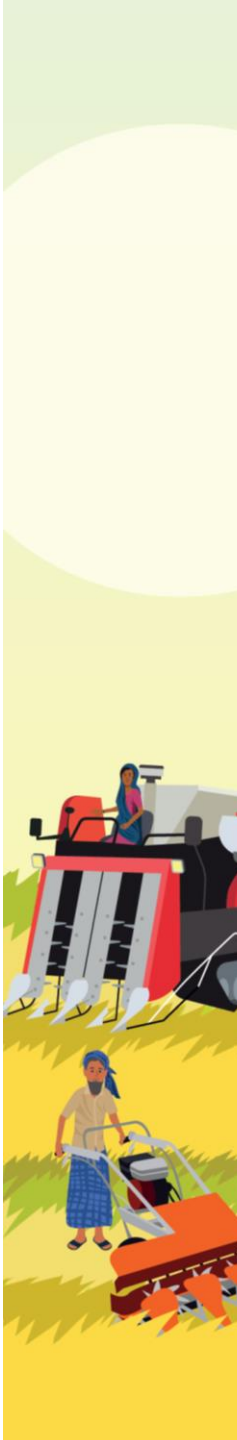
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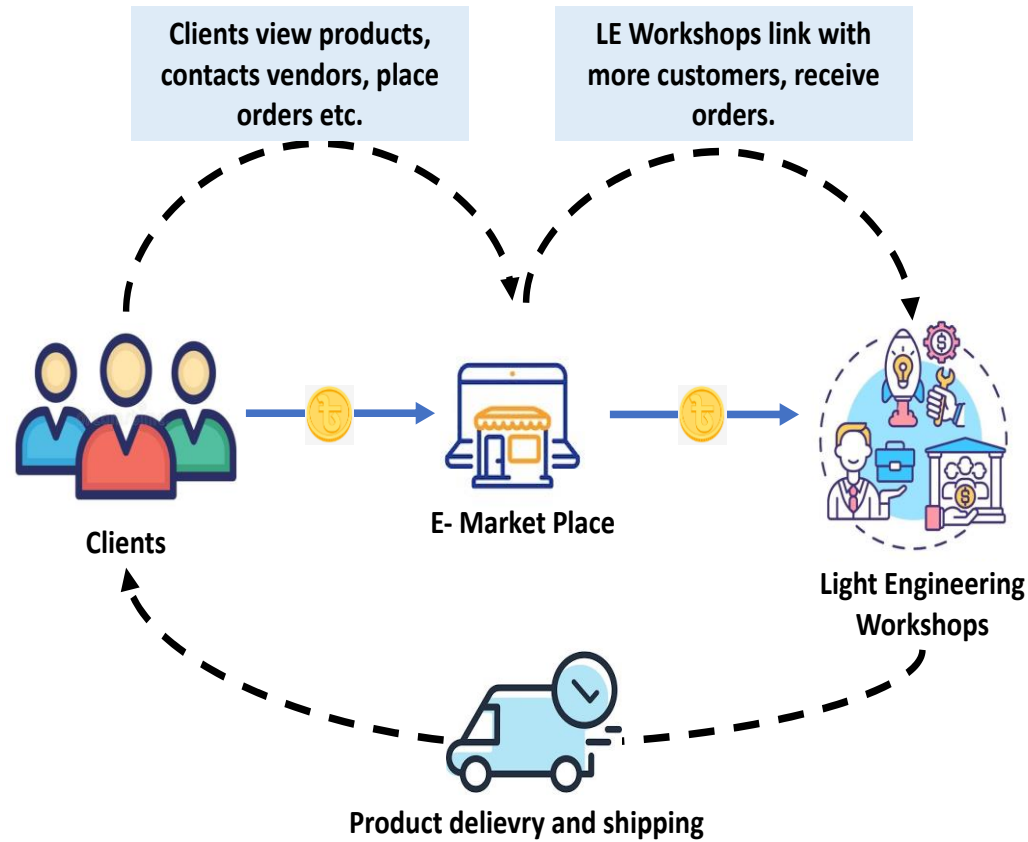
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Digitizing the Sector



Supporting Development of an **Online Directory**



Supporting Development of an **E-marketplace**



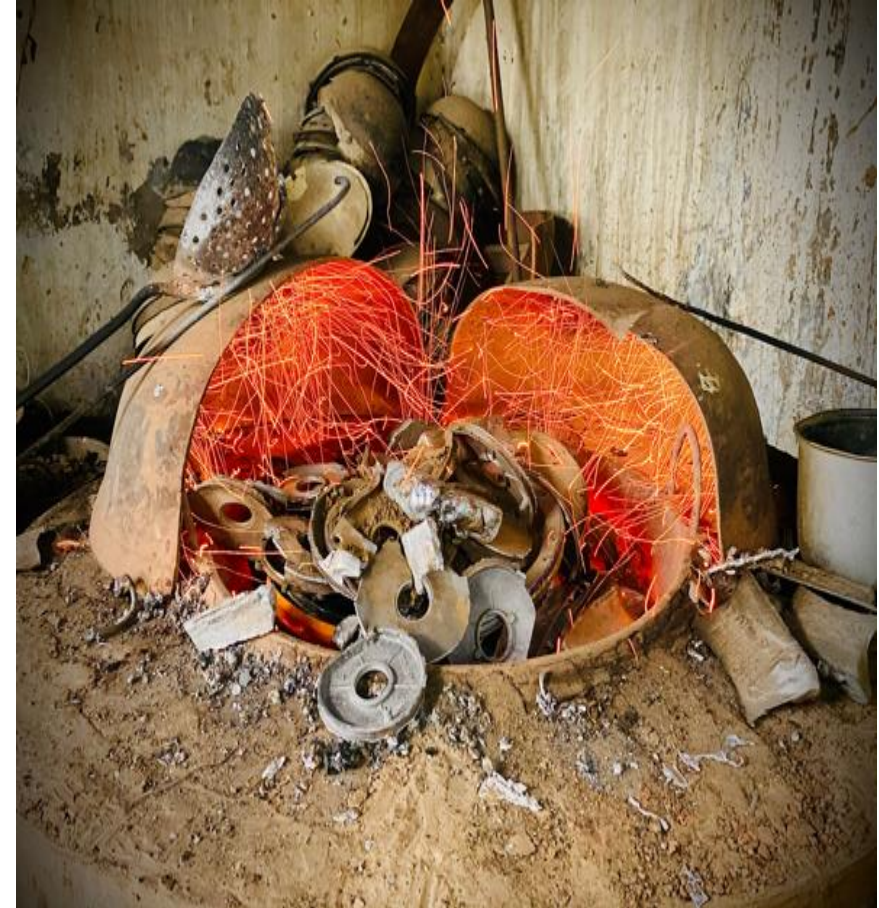
Product Development



Technical Support and Innovation



Exploring Local Production of Motor Bike Spare Parts and other Products across the Sub-sectors



Enterprise Development

**Skills
Development**



**Production
Process**



Compliance

**Business
Management**



**Access to
Finance**



EXPLORING FURTHER AVENUES IN BUSINESS GROWTH



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Recommendations



Technical support
Product innovation and development
Linkage with Technical Institutes



Skills development
Qualified staff
Recognition



Access to finance
Simplified processes



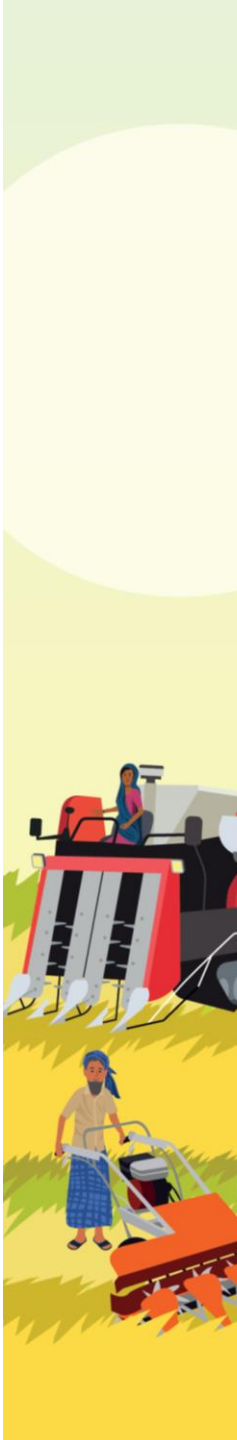
Branding and marketing
Recognition- national, global



Entrepreneurial skills
Business management
Operations management



Standardization
Certification
Compliance



THANK YOU

