



Handwoven Jamdani Sari: Neo Business Practices in Bangladesh

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Abstract:

A case study on Handwoven Jamdani Sari of a district in Bangladesh was prepared by using qualitative analysis. The research question of the case study is due to changing environment of neo-business practices, Bangladesh's traditional cultural heritage handwoven Jamdani Sari can able to sustain in business. The time period of the study is March 1, 2023, to May 30, 2023. Jamdani's design can also be more innovative and creative so that can use to produce handwoven but through Jute to attract environment-friendly green customers and green producers as suggested by the author. Neo business practices in Bangladesh are required to sustain Jamdani saris in the long run.

Keywords: *Handwoven, Jamdani Sari, Neo business, green customers, green Producers, Performances.*

Introduction

A transformation of business processes has taken place over the last three years due to COVID-19, its aftermath, and the Russia-Ukraine war which is a threat as well as an opportunity in doing business. It takes a different approach to every aspect of their enterprise. Mainly those who have knowledge and skill in information and technology as well as capable of innovation and creativity they are doing well. Most businesses now approach digital transformation pathways. Business transformation is now about collaboration, well-being, education, and a new way to use digital tools. New ecosystems are rapidly developing that place the customer at the hub where all other products and services orbit. Both social intelligence and emotional intelligence and knowledge and skill are more required than that in the pre-COVID-19 period as well as in the Russia-Ukraine war. As such online business practices and physical business practices, are both in hybrid methods customers are now willing to purchase the product.

Narsingdi district in Bangladesh is recognized as the home-grown weaving. Weaving trade takes molded straight besides incidental engagement prospects for various individuals, which is singing a main part in the social and economic expansion of the inhabitants of the district. Currently, there are 12,000-14,000 handlooms and 75,000-85,000 power looms in Narsingdi district. The country's main textile selling center has been built in the Shekerchar (Baburhat) part close adjacent to the Brahmaputra River. A thriving business since 1717 has given this marketing journey a standing as the 'Manchester of the East'.

As such the study wants to prepare a case study of Jamdani Sari in Bangladesh based on the district though in other districts of the country also Jamdani Sari has been prepared in Bangladesh. The ancient craft of Jamdani weaving was recognized by UNESCO as an Intangible Cultural Heritage of Humanity in the year 2013. Bangladesh certified the Jamdani Sari as a geographical indication (GI) in 2016.

The Research Question

Due to changing environment of neo-business practices, Bangladesh's traditional cultural heritage handwoven Jamdani Sari can be able to sustain in business.

Literature Review

Newage (2019) commented that the traditional handloom industry is an untapped economic chance for Bangladesh. Seeing the export earnings from Jamdani, the government's obligation to strategy an inclusive design adding to financial motivations, determined to protect the social and ecological atmosphere desirable for the development of the business.

Holzhauser (2021) described that organizations must reflect an overabundance of anxieties, from customer needs, and social matters, besides environmental worries to shift relations with profitable associates, and this interdependent association with the worldwide social fabric resources an innovative realism for business alteration grounded in teamwork, comfort, and tutoring.

Bloor (2022) opined that postcolonialism centers on the perseverance of colonial procedures of influence and the being of cultural bias and judgment.

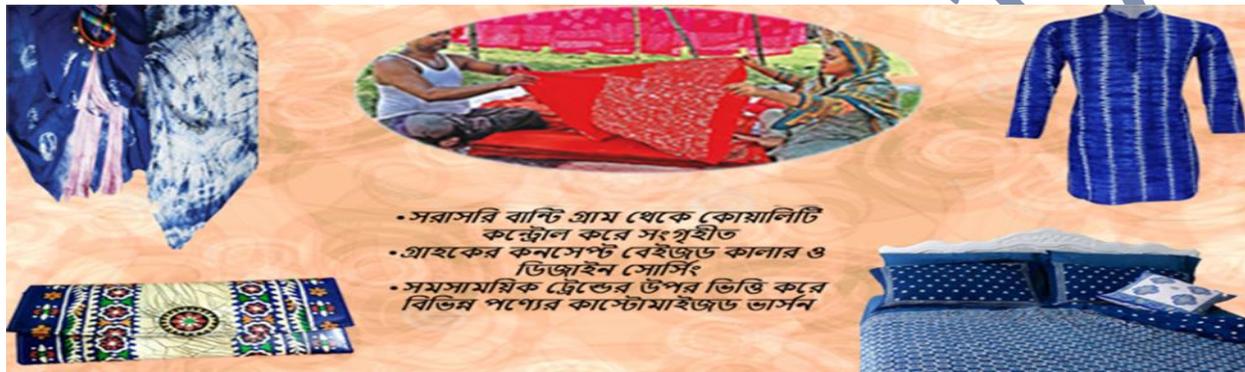
Volz, & Schoenmaker (2022) urged that developing markets and emerging economies ought to take huge investment requirements in environmental mitigation and adaptation besides additional parts to supper better-quality and extra comprehensive economic, social, and ecological circumstances and towards realizing the Sustainable Development Goals (SDGs).

Methodology

The study did a field visit as well as secondary sources to prepare a case study in the Banti Bazar area of the Narsingdi district in Bangladesh. The time period of the study is March 1, 2023, to May 30, 2023. Qualitative analysis is done. The data was collected using Interviews, conversations with the producer, worker, vendor, and customer, taking notes, and observations, and one-to-many correspondences. A case study was prepared. Observations, Conclusion, and Implications of the study were given.

Case Study:

Figure:1 The area where the field trip was done to collect and prepare the case study.



(Source: Collected from the visited area)

Banti Bazar area of the Narsingdi district is very busy producing handwoven Jamdani. Narsingdi district is a busy where markets/shopping centers are located in the city of the country which is a popular destination for anyone looking to experience the rich culture and traditions of Bangladesh. The market is an important center for the production and sale of jamdani saris, a type of handwoven cotton fabric that is highly valued for its intricate designs and high-quality craftsmanship. But their business process has changed since 2019. Most of the producers are using WhatsApp. In recent years, there has been a growing interest in jamdani saris among international customers, which has helped to increase demand for these products and provide additional income opportunities for the local communities involved in their production. Overall, the production of Jamdani saris is an important part of the economy and cultural heritage of the Narsingdi district and plays a significant role in the lives of the people who live and work there. Now the producers are interested more in selling online than offline though they are using both. Jamdani saris and clothes are often involved in the production and sale of goods and services that are consumed by the local communities for which neo-business practices.

Figure:2 Weaving Machine



(Source: Author)

Figure:3 A Jamdani Sari



(Source: Author)

Local entrepreneur Abu Based, producer of Jamadani sari and also clothes said he has set up 12Jamdani weaving factories as it will help to create employment opportunities for much poor income stratum. Before Eid, the weavers will work 24 hours in two shifts to earn a handsome profit. Abu Based informed that he has some special customers who ordered saris to produce on special occasions at a very high rate like BDT2.5 lac to BDT 4 lac. However, he did not divulge their addresses. He demanded that banks should come forward to give them loans and help with exporting facilities in abroad.

Producers of the Jamdani saris are microentrepreneurs. Under the turbulent situation of the world help to stimulate demand and generate income for themselves and their employees. Jamdani has cultural and historical significance and is an important part of the country's historical and cultural heritage. By providing employment opportunities, contributing to economic growth and development, and preserving local culture and traditions, micro-entrepreneurs are an important driver of the local economy. The producers in the Jamdani Palli were established to be remarkably capable and excited about their work during the field trip. They use habitual actions to generate intricate ideas that are sole to Jamdani saris/ cloth pieces/ shirt pieces/three pieces for females. Most of the producers have been passed down from generation to generation. But the majority of the small, family-run firms, known as producers, struggle to gain entry to the larger market and

maintain a continuous flow of cash. Moreover, they contest to uphold the ability of their output and trace the essential raw materials as they remarked that prices of raw materials are rising but finished products prices are not rising too much. The living of the individuals associated with Jamdani is actually marginalized. Their revenue per month is being deprived but their domestic expenditures and other expenditures are high. As such the weavers are slowly trying to exist and are unwilling or, involved to change their occupation in further different areas where they can earn more. Producers do not like to transfer technical know-how of the weaving method to others outside the family personnel.

Figure:4 Both male and female laborers are working jointly in the production of a Jamdani Sari



(Source: Author)

Jamdani saris are primarily done in small-scale handmade woven factories and are often family-owned and operated. The preservation of the traditional craft of handloom weaving in Bangladesh. By supporting small-scale businesses, generating income, and preserving traditional craft and culture, the production and sale of jamdani sarees are important drivers of the local economy. But now most of the wealthy factories are trying to bring commercial robots which are capital-intensive in Bangladesh which will decrease labor-intensive industries and create capital-intensive industries. This may raise disparity between the job seekers and those who will be unemployed.

The good thing observed from the field visit is that in Bangladesh again Muslin has been prepared as per the directives of the Honorable Prime Minister of the Country and when we visited a factory in Narasingdi district the rate of Muslin is around 6.5 lac BDT. To produce such an expensive sari needs at least 2 years' time and it can be kept in the matchbox as evident from the field trip. Similarly normal Jamdani Sari's pricing is from 2 thousand BDT to 1 lac BDT but high quality with 100 counts will cost around 3 lacs to 4 lacs BDT and to produce a high-quality product 2

people for more than a year need to work as evident from Bolta of Narsingdi district while visited in the field. Currently, day laborers work for 10 to 12 hours per day in a household factory. Salary is given per week basis which is around BDT 2 to 4 thousand per labor based on efficiency and capacity. However, they preserve old designs and lack new designs. Though, during the field trip visits it was observed that most of the designs are old and traditionally fashioned but when asked to the producers, they said that new designs they cannot adopt much. However, some producers are associated with “Arong” with the condition that they cannot sell the design of Jamdani saris of “Arong” to others as it is their branded saris. These saris are exclusive for Arong but their price is at least 4/5 times than the non-branded saris.

Figure:5 Branded Arong Saris are being produced by the Laborers.



(Source: Author)

Customers esteemed Jamdani clothes for its attractive designs with old-fashioned but high superiority both in Bangladesh and abroad. Their perception is that Jamdani clothes as a luxury item that respects Bangladesh’s traditional heritage though need more creative and

innovative designs. However, some people think that only a certain segment of society can buy jamdani saris with high quality and high price since it is too much expensive. Producing households in Narsingdi Jamdani Palli might collaborate with suppliers of cotton and silk yarn to assure constant raw material quality and quantity.

Figure:6 Trying to sell a Jamdani Sari in a nearby shop



(Source: Author)

Producers consider importing yarn from other countries to broaden for which backward and forward linkage is not properly established. Inventory management is not always properly done. Effective and efficient labor is in crisis to produce Jamdani Saris. Maximum producers argued that mostly they transact without banking channels by just keeping trust in word of mouth. Challenges confronted by the Jamdani saris contain the inability to change the design of Jamdani sarees, labor shortages, price fluctuations in raw materials, capital, places of production, lack of cooperation from financial institutions, and the declining interest of the new age group in this production process. Production places are not well designed.

As the researcher talked with Ms. Jhara Begum of the Gulshan area, Dhaka who visited the Bunty Bazar frequently said that she purchased saris at one-fourth prices from the areas but in Dhaka different stores the rate is very high. When inquired about the saris of Arong, she said that these saris are very much exclusive, and some designs are changed and prices are at least five times. She, however, demanded quality maintenance of the saris is very important.

Mr. Abdullah, the worker said that the earnings from producing a sari cannot fulfill his need in the family. As such his wife is working at another person's house. Mr. Arif who is a working vendor in Dhaka said that he can purchase saris from the area at a low rate though high-quality sari he cannot purchase. He informed the researcher that his minimum budget for a sari's-expense is BDT

2000, and the minimum expense is BDT 10,000. Above BDT 10,000 he cannot purchase saris to sell.

Observations, Conclusion, and Implications

Gradually transformation from labor-intensive technology to capital-intensive technology is growing in Bangladesh. Bloor's (2022) opinion still applied in Bangladesh. Local, regional, and international businesses gradually changing the business mode of production and selling techniques becoming technology driven and needs boosting for the well-developed framework. Newage's (2019) comment must be considered with seriousness by the policymakers of the country. To keep the traditional cultural heritage of Jamdani, the relevant authorities need to work cautiously so that creative destruction cannot happen in the country which led to outrives from our country Muslin by the colonial rule of the British. In demand to progress the quality of the products, manufacturers can contribute to training to learn about the most current performances and tendencies in the Jamdani industry at home and abroad.

Producers can also cooperate with designers to produce new, creative, and innovative designs that appeal to a larger spectrum of customers. Holzhauser's (2021) argument regarding organizations must be considered by the producers of the Jamdani saris. Fair pricing of low-graded products is needed. Producers may use e-business procedures to connect with customers nationally, regionally, and globally to upsurge the marketing of Jamdani Sari. Producers should participate in trade demonstrations and displays to market their products and progress dealings with probable customers. International export of Jamdani Saris may be encouraged by the export promotion bureau of Bangladesh. Networking building is very much important among producers, vendors, and customers. To mature a fruitful supply chain management arrangement, vital to comprehend customer demand, start strong supplier relationships, implement operative inventory management, enhance logistics, safeguard quality switch, fulfill with relevant laws, and leverage technology for capacity building. Logistics and inventory management must be properly developed. Besides Govt. and private sector should come forward to help Jamdani Clothing to preserve and sustain itself in the long run. Volz, & Schoenmaker (2022) observation is required to improve the existence of the producers through financing by themselves like bootstrapping, startup money, angel investors, and also operating, and administrative costing to safeguard the cultural heritage of the country, Work life place environment must be well equipped. Producers must be included in the financial inclusion process and get training from the competent authority on production, management, distribution channel, export, marketing both offline and digital, and

selling, training, and bringing the sale prices through the banking channels. More access to the financial institutions to produce Jamdani as well as to export outside the country, banks need special schemes to help producers in Bangladesh.

Fair pricing of the labor payment is needed. International market demand for the saris can be kept in mind. As such new markets in the USA, Europe, Australia, and also especially in the Middle East countries are being required with the help of the embassies of Bangladesh abroad. Financial institutions and NGOs may also give customers loans to purchase handwoven high-priced sari and clothing and payment may be done in the installment. Jamdani's design can also be more innovative and creative so that can use to produce handwoven but through Jute to attract environment-friendly green customers and green producers. An inclusive method is desirable to discourse the requirements of total shareholders tangled in the handloom weaving in the Jamdani Palli in other areas of the country. The elevation of Jamdani producers can assist to endure and mature the Jamdani clothing and subsidize the extensive economy of the country.

Neo business performances of the country, region, and globe are required for which integrated effort between public-private and foreign patronize to the producer of Jamdani sari and clothes are required. Without neo-business practices, Jamdani sari and other types of clothes can sustain in the long run which will not be good for Bangladesh as it will destroy the country's long outstanding artistic tradition.

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