

# PRABRIDDDHI (HAND STITCHING AND EMBROIDERY)

8 DECENT WORK AND ECONOMIC GROWTH



The PRABRIDDDHI project, funded by the Governments of Switzerland and Bangladesh and co-implemented by Swisscontact and the Local Government Division (LGD), is dedicated to fostering Local Economic Development (LED) in partner municipalities. The project's objective is to transform these municipalities into competitive regions that attract new businesses, support enterprise growth, create employment and income opportunities, and enhance the quality of life for citizens. The Jashore handicraft sector, primarily led by women CMSMEs, focuses on Jashore Stitch and textile products. These entrepreneurs operate from home or small workshops, relying on years of experience for product design and business operations. However, the sector faces challenges.

PRABRIDDDHI has supported Jashore handicrafts, particularly Jashore Stitch, since 2021. Initiatives include capacity building, innovative design, product development, and market linkages. PRABRIDDDHI collaborated with leading women entrepreneurs to enhance design skills and product quality through co-creation workshops. They also developed a comprehensive training manual based on needs assessment and conducted ToT for selected entrepreneurs to train their artisans. As part of the institutional capacity building of the local Rural reconstruction Foundation (RRF) working in Jashore, PRABRIDDDHI organized a half-day cross-pollination workshop with the relevant stakeholders in the handicrafts sector. Authority (NSDA), PRABRIDDDHI and RRF jointly developed an intervention plan to facilitate institutionalization of the skills development initiative for the handicrafts entrepreneurs of Jashore.

## Key Objectives:

- Capacity building
- Innovative Design
- product development
- Market linkage
- To enhance design skills and product quality through co-creation workshops
- Ways of Using E-Learning in Face-to-Face Context
- Life Skills Techniques
- Developing Outreach Strategies Nationwide
- Monitoring and Evaluation Techniques

Supported BY:



## At a Glance



ONGOING FROM

2023

Total Budget

BDT 38,18,050



No. of participants

125

Funded BY:

swisscontact

Area Coverage:

Jashore

## Project Activities



The training was attended by the City Mayor of Jashore, Md. Hyder Gani Jhan Palash and representatives of Swisscontact. He praised various initiatives of Prabridhhi projects to strengthen this sector which is the driving force of local economic development of Jashore Municipal area.



- **Training of Trainers:**  
A TOT was organized at RRF Head Office and conducted by facilitators with the Handstitching and embroidery Entrepreneurs of Jashore.

- **Workshops:**

Many types of practical work and group work have been conducted during the sessions. Participatory method was applied in the sessions so that the participants can share their knowledge and ideas with each other.

