

'A Short Introduction'

Purchasing Trip KANIKA January/February 2008

Our first visit to Bangladesh was very interesting. We were there in connection with the acquisition of a producer of Good Work. Not sure of what we could expect, we decided to interrupt our purchasing trip to Thailand with a four-day trip to Dhaka where Heed Handicrafts is located.



Dhaka, Bangladesh

After a very bloody war and a 9-month long genocide, in which 3 million Bangladeshi were slain, the country declared independence from Pakistan in 1971. Due to government corruption, the country has sunk further into problems, raising the levels of poverty even more in Bangladesh.

Heed Bangladesh is a non-profit organization consisting of 22 projects, including Heed Handicrafts. Heed Bangladesh works to support the people of the country with basic necessities such as food, clothing, education, medical assistance and employment. Heed Handicrafts was established to create a market for the selling of traditional Bengali products in order to promote employment. Last year, the corrupt government was thrown over by the military last year (coupe) and now, there is a possibility for the country to prosper and fight against poverty.



With the staff of Heed Handicrafts

Our first trip to Bangladesh was a huge success. We were given a warm welcome by the locals and even ended up on the front page of the national newspaper! Working together went very well. We ordered a new production line that will be a good addition to our existing range of products. We met with several producers and saw their poverty with our own eyes. By selling their products, we want to contribute to the rebuilding of this very special and remarkable country.



Residential areas in Dhaka



Producer groups