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Doormat Production and Its Impact on Socio-Economic Status of the Producers: A Study on Doormat Producers in Sadar Upazila in Thakurgaon District, Bangladesh

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ABSTRACT

The objective of this paper is to explore the ways of playing the role of Doormat production in the economic development of the producers as income generating role of Doormat production in the economic development of the producers as income generating role of Doormat production in the economic development of the producers as income-generating activities. To fill the objective, Doormat Producing in Thakurgaon district was production in Thakurgaon district was Thakurgaon district selected as respondents. Along with secondary sources like literature and reports related to the producers were analyzed. It is worth mentioning that producing a Doormat is an important livelihood option for the artisans in Bangladesh in the current times. Mostly, poor people in the rural areas involve themselves in two ways such as self-producer and worker areas involve themselves in two ways, such as self-producers, and worker areas involve themselves in two ways, such as self-producers the young generation who had age range was a major portion of the Doormat producers was the young generation who had age range was a major portion of the Doormat producers were the young generation who had an age range of 21-30 years. It is regretful that one-third of the respondents can sign only. About 92.5% of the Doormat producers got training from non-government organizations like ESDO. A major portion of them had 30 days of training on Doormat production. All of the producers used their income and profit to maintain family necessities. About one-third of the respondents took a loan from local loan providing organizations while a loan from local loan-providing organizations while loans from local loan-providing organizations, while 40% of the Doormat producers was changed due to involving 40% of the Doormat producer any bank, and they did not save money either. The financial status of 40% of the Doormat producer the upper level compared to before. A significant portion of the producers are involved in social activities like participation in social and religious occasions with family members and neighbors. Moreover, there were variations in profit in Doormat production between self-producers and Doormat workers. Precisely, the self-producer of Doormats got much more profit than Doormat workers.

INTRODUCTION

The full form of IGA is income-generating activities. It is an activity aimed at generating revenue that can be used to ensure sustainability and alternative income generation to remove barriers to poverty alleviation of rural poor and unemployed people.

Bangladesh is an income-oriented country. Most of the people of this country are involved in income generating activities. Most of the people of this country are involved in agriculture. Due to this, many people are engaged in seasonal work and have to spend the rest of their lives unemployed. But it is possible to eliminate unemployment in the country by doing permanent work. More income and a better quality of life are possible through steady work. Permanent income generating activities are cattle ranching, fish farming, vegetable cultivation and various handicrafts and handicrafts. Among them, one of the ways to earn money is to make money. It is a manual work. Making Doormat is a permanent activity that people have been doing since ages.

Doormat refers to special material used to wipe dust from feet or shoes. Doormat are of different types. Some are just for wiping the feet, some are for absorbing water,

some are for keeping the dirt and some are for enhancing the beauty. In general, although they are used for wiping the feet, different types of cloths are used for different purposes. Doormat has two types of shapes –oval, square. Among the indigenous rug types, path, coconut chobra, boutique, floral, grass doormat, velvet, and Turkish cloth rugs are more common. All the Doormat that can be seen being made in Thakurgaon is pleural Doormat. This Doormat is made with a kind of jhut. Jhoot refers to a type of cloth that is a discarded short, thin, and long type of garment. Doormat artisans buy these cloths and design them by using Doormat machines. There are two types of Doormat machines: two-leg machines and six-leg machines. Doormat artisans are getting financial benefit by making Doormat with these machines.

Bangladesh is a populous country. The unemployment rate in Bangladesh reached an all-time high of 6.91% in November, showing that strong economic growth has not been sufficient to generate work for young people. But it is possible to eliminate the unemployment rate through our own entrepreneurship and self-reliance. But the biggest problem of this country is lack of capital. Most people live a life of unemployment due to lack of

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sufficient capital. So, they can eliminate unemployment by generating income through low capital to become self-reliant. But due to lack of capital they are not able to approach the company and buy more Jhut. So, they buy a small quantity of jhut from a local company at retail price, and their profit is less. Because even if you go to buy at wholesale price, the price will fall. As a result, their profits are less. Also, they have to face various other problems to make Doormat. The problem with looms is that the yarn breaks when it is normal, thus disrupting the making of looms and delaying their work. Sometimes when the machine breaks down it is not possible to fix it immediately. Because it is difficult to communicate with the technicians and it costs them more money to bring technicians from far away to fix the machine. In this way, due to various problems, there is a disturbance in their Doormat production.

Objectives

1. Analyzing the manufacturing process of Doormat making.
2. To highlight how the production of Doormat plays a role in the economic development of the artisans.
3. To find out how Doormat making plays a role in improving the social status of artisans.

Rationale

To find out how the textile industry is doing economic development and to analyze how they contribute economically. There is a lack of ample employment opportunities in Bangladesh. By participating in this survey, we hope to become self-reliant through the knowledge gained through experience. Moreover, through this research, many educated, less educated and uneducated unemployed people will be able to arrange their own employment. Also, those who used to be hungry for jobs will become self-reliant. Through this research, how to make Doormat can be put in the right place, and the problems due to which they are not able to make a profit as expected in making Doormat can be easily identified by adopting those methods by reading the information taken by others and can solve these problems. Additionally, the more unemployed people are employed, the richer the country's GDP will be. We believe that by taking appropriate measures by the government, Doormat will help achieve a large amount of foreign exchange through export, which will accelerate the economic development of our country. People will improve their quality of life by making Doormat through this research. Through our research on making Doormat, the unemployed can become entrepreneurs and financially independent. In this way, they can make the country as an income-generating country.

Theoretical Discussion

While describing the importance of literature review, Shammi Hooda, 13 May 2019 in Latest Lee says that every house keeps a dustpan to keep the house clean.

Those who enter the house from outside have to wipe their feet. Simply put, carpets do not allow outside dust to enter the house. According to Vastu, there will be scarcity if there is no doorknob at the front door, but if you want to get rid of that situation, you need to keep doorknob. No matter what profession you are in, there will be no shortage. But the work of Doormat is that much? Not at all. According to Vastu Shastra, when an outsider comes home, he brings negative energy with him. But if the door is sealed, negative energy cannot enter with dust.

ATM Samsujjoha, 30th May 2022, Daily Yugantre talks about a woman from ordinary to extraordinary with Doormat that the unpromoted woman of Thankurgaon, Fatema Khatun, is a struggling and self-confident woman. He is eliminating his unemployment and poverty through hard work and struggle to alleviate the poverty of the family. He set up four Doormat machines in his home with little capital and loans, becoming a Doormat entrepreneur. As the demand for Doormat increased, he trained workers and gradually increased the number of workers. He allowed both men and women to work in his factory. Because of the brave woman entrepreneur Fatema Khatun, the families of those hard-working people survive. He took his art outside the country. She has been awarded nationally for other roles as a woman entrepreneur.

Babul Akhtar Rana, Naogaon, Bangladesh Pratidin, 20 November 2021 Published A thousand self-reliant women by making Doormat. There he described that the small ethnic groups used to earn their livelihood mostly as agricultural laborers and day laborers. So, he lived most of his time unemployed. But their livelihood has changed in 3-4 years. Now they are busy with household chores and the rest of the time is busy making Doormat. They are benefiting financially and prosperity of the family is coming. First, 10-12 small ethnic groups started working with training in the project of a local organization called Rural Support Organization (ARCO). From 2018 until now, small ethnic groups have received training. About 1000 women of the area have been involved from them and the quality of life has changed.

While making Doormat, the woman entrepreneur said that earlier her family was supported by working as an agricultural laborer on the household land. But working as an agricultural laborer would not have work for six-seven months of the year. At that time, he could not do the market because he did not have money. Had to go without food with children. Five-six years ago, a worker of a private organization came and asked some people of their village to learn Doormat weaving. Then four people from his neighborhood took this training for a month. Then he gave the wooden frame for making Doormat. He started weaving his Doormat. The woman entrepreneur also said that after doing other chores, she makes Doormat in her spare time or between work. He can make four to five Doormat a day. He makes a profit of Tk 40 to Tk 45 on each garment excluding incidental expenses including buying yarn. Earn 120-130 rupees a

day. And the monthly income is three to three and a half thousand taka. After paying the expenses of the family with the money of making Doormat, some money is accumulated. He bought a cow with that saved money. Sold two cows. There are two more cows and a calf (Prothom Alo, 17 October 2022).

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The low-income people of Teesta Par of Kurigram's Ulipura Upazila and those who have lost their means of support in Teesta are making a living by making rabbit hutches and round houses with dry leaves of Napier grass and Kashia tree. It can be seen that more than 100 families are busy making rabbit hutches and round houses. They said that they are doing Jibika by making

rabbit hutches and round houses. The low-income people of the Teesta banks say that our Jamazami houses have disappeared into the womb of the Teesta, so we are living in other people's places and on embankment roads. As we don't have any income, we are making a living by making rabbit hutches with dried napier grass and rabbit round houses with kashia leaves. A woman entrepreneur in the same area said, "My family members are 4". I used to struggle to run my family. Now I am earning money by making rabbit hutches and round houses. He also said that all the members of the family make rabbit huts and round houses. They can be made at leisure even after finishing all the household chores. 10 to 15 Doormates are produced in a day. The price of which I get 15 to 20 takas. Daily income is 150 to 250 takas. 2 round houses are made in a day which cost 300 to 400 takas. It is found that the mahajan and businessmen who collected Napier grass and Kashigach leaves from different places and bought them for 10 thousand takas. They dry it at home and distribute it to about 100 families in the village. They make them and buy them at different prices like Doormat Tk 10 to Tk 15 and Round House Tk 150 to Tk 200 and send them to moneylenders in other parts of the country. The moneylender pays Tk 50 per head for Doormat and Tk 450 to Tk 500 for round house. Napier grass worth 10,000 taka earns around 7 to 8,000 takas. Moneylenders process them and export them to different countries. It is seen that almost the houses of low-income people have disappeared in the womb of Teesta. They are helpless now. All the family members are making rabbit hutch and round house for two rice meals. They somehow run the family with the income they earn. The work brought by local businessmen has benefited the poor people a lot (Sokaler Somoy, 24 September 2022).

Doormat factories are playing a role in stopping smuggling and creating employment opportunities in the border areas. Students also make Doormat during their free time besides studies. The money they earn from making papas goes towards their education. Sometimes they also support the family with this income. As the business is profitable, the entrepreneurs themselves benefit by increasing the scope of the business by utilizing the skills, and employment opportunities are created for many families. Each worker can prepare 60 small Doormat, 30 medium and 15 big Doormat daily. Workers are paid 7, 15, 30 takas for making each Doormat. The variety of interesting designs made by me is increasing in demand in Doormat country. These factory-made Doormates are sold wholesale and retail in different big markets of the country. After paying the workers' salary, other expenses, the monthly income is 25 to 30 thousand taka (Dainik Odhikar, 12 April 2022).

Wealth has come to a village in Thakurgaon in Doormate made of jute. Rural women are becoming self-reliant by making Jhoot cloths. There is a huge demand for these Doormat all over the country including the local market. Agriculture is the main occupation of the rural people of the northern district of Thakurgaon. Although there

were agricultural activities for a few months of the year, most of the time they had to sit idly. These poor families were in financial crisis. The lack of money of many students in that village makes it difficult for them to study. They are trained to make Doormat with the help of non-governmental development organizations. Then Jhoot as raw material and a Doormat making machine were donated. After that, they didn't have to look back. Earning Rs 5,000 to 7,000 per month, he now spends his own education and helps his parents. The same story of another woman entrepreneur of the same village. He could not treat his son due to lack of money. But now she herself helps her husband in the household every month and also saves (Vorer Kagoj, 2 March, 2023).

Once upon a time it was difficult to get two handfuls of food for the family members. Even the only shelter was a thatched house. Understandably, women had nothing to say about their own earnings. The family was running on her husband's income. As a result, there was always scarcity in the family. But the financial situation of the families has changed in the last few years. And it has been possible through the work in a Doormat factory of a private company. In this factory, 25 poor women are working to make Doormat; Now they are all independent. Prosperity has come into their lives. Their children are studying in school. Many have built tin houses. Every day each worker makes seven to eight Doormat in that factory. The wages of making a Doormat is 28 rupees. As such, now each worker is earning from 200 to 250 taka per day (Share Biz, 12 March 2019).

In connection with this, doormat production can have a significant impact on a place's socioeconomic development. Doormat manufacturing can stimulate economic development by creating job opportunities, especially in rural regions where these industries are typically located. This can result in a rise in personal earnings and overall quality of life for people participating in the manufacturing process, according to Berhan and Gebeyehu (2018). In addition, the creation of cooperatives in the matting production industry can contribute to socio-economic development by creating jobs, eliminating inequality, and promoting innovation within the community (Berhan & Gebeyehu, 2018). Moreover, the socio-economic consequences of doormat manufacturing might also encompass environmental factors. Adopting sustainable methods in the production process, such as utilizing environmentally friendly materials or minimizing waste, can enhance the overall welfare of society and foster long-term sustainability (Edrisi & Abhilash, 2015). By implementing sustainable production practices, makers of doormats can both contribute to environmental preservation and attract environmentally aware consumers, potentially leading to a rise in market demand and profitability (Varela-Ortega *et al.*, 2021).

Furthermore, a range of factors, including access to microfinance, training, and market prospects, can affect the achievement of doormat manufacturing and

its impact on socio-economic progress. Research has demonstrated that microfinance programs can enhance the agency of individuals, especially women, by equipping them with the essential resources to initiate or grow their enterprises, resulting in enhanced social and economic consequences (Shamim & Hossain, 2019). Furthermore, the availability of training programs and market information can bolster the competitiveness of doormat producers, empowering them to enter untapped markets and elevate their income levels (Haugh & Talwar, 2014). Specifically, the production of doormats can have a significant impact on advancing socio-economic progress through job creation, innovation encouragement, and support for sustainability. The doormat industry has the potential to have a beneficial impact on communities and contribute to general economic growth and well-being by using cooperative structures, sustainable practices, and support mechanisms such as microfinance and training.

METHODOLOGY

This study was an exploratory study using a mixed method (qualitative and quantitative) approach. The study has identified Salandar Union, Auliapur Union, Nargun Union and Rahimanpur Union as the study area. Doormat artisans have been selected as respondents for this study who have been involved with the project namely 'PREMDIP' being implemented by a national NGO namely 'ESDO'. Purposive sampling method was used in this study. In this study, 40 Doormat artisans were selected purposively as a sample. Interview method has been used for data collection. Interview schedule was used as a tool of the data collection technique. Tables and graphs with percentage were used for data analysis.

Data Analysis

Age Variation

Analyzing the collected data, it seen that 17.5% of the Doormat producers were 10-20 years old artisans, 21-30 years old were 42.5%, 31-40 years were 25%, 40-50 years were 10% and 51-60 years were 5%. The data shown that the age group of 21-30 years had the highest number of respondents at 42.5% and among them 51-60 years was 5% which was the least number of respondents.

Religious Diversification

After collecting the data from Doormat artisans, it found that women of different religious perspectives have been working in the study area. Analyzing the collected data, it seen that 50% of them were Christians. Hindu were 45% and Islam were 5%. From the studied Doormat artisans, it can be said that religious diversifications were existed among the Doormat producers in the study area while majority of Doormat artisans 50% were Christians.

Family Size and Educational Status

The study revealed that 17.5% of Doormat producers had 2-3 family members. About 40% of respondents had 4-6 members in their family and 2.5% of respondents

had more than 6 members in their family. Data analysis shown that major portion of the respondents had on average 4 family members in their family. Moreover, by analyzing the collected data, it seen that 27.5% of the Doormat producers can sign only. 40% completed primary education level. About 25% attained secondary education level. About 7.5% attained higher secondary education level. None of the respondents studied up to Honors Master's degree. From the data obtained, it seen that most of the Doormat artisans acquired primary education level.

Training Status

Analyzing the collected data, it seen that 92.5% of the Doormat producers received technical training from various agencies while 7.5% did not take technical training. The producers who did not get technical training on Doormat production, they started making Doormat after getting practical experiences and visits of the Doormat production factory. The respondents also opined that ESDO provided training for the producers on Doormat production in the study area. Moreover, out of trained respondents, 37 were trained but remaining were not trained. It shown that those who were trained for a long time, they produce more Doormat. Analyzing the data, it seen that 37.83% of the producers received training for a period of 30 days. About 29.72% received 20-day training, 27.02% received 25-day training and 5.40% received 15-day training respectively. So, it seen that majority got training on average 30 days long of training period.

Level of Contribution In Family Income

Doormat artisans firstly get trained in making Doormat. After that they earn money for living by making Doormat. The data shown the extent to which the training was helping the respondents in their income-generating activities. Analyzing the collected data, it seen that 40% of respondents were being fairly assisted in income generating activities with training which was more than the remaining number. And out of this, 27.5% of respondents got more help in income generating activities through training. About 20% of respondents got more help with training while 10% of respondents received less assistance with training and the lowest number of 2.5% respondents received very little assistance in income generating activities through training. Precisely, all the producers contributed to their family income by using the profit come from Doormat production.

Duration of Involvement In Doormat Production

The fact that Doormat have been making by different people over different periods of time. The study found variation in duration of production of Doormat among the producers in the study area. Analyzing the collected data, it seen that 15 days 5%, 2 months 2.5%, 3 months 22.5%, 4 months 2.5%, 7 months 2.5%, 8 months 10%, 9 months 2.5%, 1 year 32.5% and 4 years 20% respectively.

From the data, it can be seen that major portion of the have been producing Doormat for one year.

Loan and Its Amount

Analyzing the collected data, it seen that 37.5% artisans taken loans from various local and national organizations like ESDO, BRAC and ASHA. Moreover, about 62.5% artisans did not take any loan. About 37.5% taken a loan by cotton artisans. Analyzing the collected data, it seen that 73.3% artisans have taken a loan of Tk 3000-5000. About 6.6% artisans taken a loan of taka 6000-1000. About 13.3% artisans taken loans of taka 11000-20000. About 41000-50000 took loan 13.3%. From the data obtained, it seen that out of 37.5% of the borrowers, most of them taken a loan of 3000-5000 Takas. Precisely, a significant portion of the Doormat producers taken loan from loan providing agencies including local moneylenders and NGOs. Most of the loan receivers taken loan from NGOs. It is worth mentioning that there was nobody received loan from bank for operation and maintenance of the Doormat production.

Production and Profit Per Product

The study data showed that 65% of Doormat producer made 1-10 Doormat daily. About 32.5% producers made 11-20 Doormat daily and 2.5% of Doormat artisans made 21-30 Doormat daily in the study area. So, it observed that most of the respondents made 1-10 Doormat per day. Moreover, in order to highlight the cost and profit of making each doormat, the study collected the cost and profit of each doormat from doormat producers. Analyzing the costs related data, it seen that 15% of the respondents earned a profit of taka 5-10 per doormat. About 67.5% respondents earned 11-15 Takas and 17.5% respondents earned 30 takas per Doormat. Analyzing the profit relevant collected data, it found that 80% of the respondents earned 5-10 Takas per Doormat and 20% people earned 11-15 takas per Doormat that indicating to the profitability of the Doormat production at root level. It is worth mentioning that the average expenditure for per Doormat is 24 takas while selling price is 41 taka and on average profit is 17 takas.

Economic changes, change agent and bank account status Analyzing the collected data, it seen that 27.5% changed their financial status at good level. About 20% changed their financial situation too much. About 40% had a moderate change in financial status and 2.5% changed at very little level. Regretfully, about 10% of the Doormat producers did not able to increase their financial status. From the available data, it seen that 40% of the Doormat producers had a substantial change in their financial status. On average, it found that among the Doormat producers, the financial condition of most of the producers was changed a little bit by using the profit from Doormat production. Moreover, analyzing the change agent data, it found that 80% of the respondents got ideas and training from ESDO's PREMDIP project. about 12.5% of respondents got ideas from ESDO's

Prosperity. And 7.5% of respondents are interested in ideas and views from neighboring Doormat producers or factories. Precisely, it observed that ESDO played a key role to brought out the positive changes of the Doormat producers through providing technical and financial supports from the organization and different projects also. Moreover, analyzing the bank data, it seen that there were 12.5% of the respondents who had bank account in the local banks and 87.5% of them do not have bank accounts. By obtaining information from the respondents, it found that their weekly income is spent to meet their daily needs. Due to maintaining their family needs, it is not possible for them to save money. They do not feel the need to open a bank account as they cannot save money.

Previous and Current Income

Analyzing the collected data, it seen that 27.5% were working as Doormat producer before the initiation of their self-factory or working as worker. And 72.5% did not do any work, were unemployed. Of the all previously worked respondents, 81.4% had a weekly income of Tk 100-1000. About 9.09% earned taka 1100-2000, 9.09% earned 2100-3000 taka per week. The data obtained showed that 27.5% were involved in Doormat artisan work before the enterprise started while most of them were earning taka 100-1000 per week. Moreover, analyzing the current weekly income revealed that the respondents of 20 50% earned in the range of Tk 100-500 taka, 12.5% earned Tk 600-800 taka, 17.5% earned 900-1200 taka and 20% earned 1300 taka respectively. From the relevant data, it seen that most of the respondents earned 100-500 taka per weekly in the study area.

Changes of Social Acceptance and Participation in Social and Family Decisions

Doormat artisans also increase their income by making Doormat, how is their acceptance and social status, i.e., whether their status has increased if they continue in the society, all the conditions have been highlighted through the study. Analyzing the collected data, it seen that the social acceptability of the Doormat producers have been increased than before. Analyzing the collected data, it seen that 30% of the respondents have increased their social acceptance greater extent. Moreover, 25% of respondents have increased their acceptance at significant level. About 27.5% reported increased social acceptability due to financial capability increase by the Doormat production. About 17.5% of respondents showed low acceptability and 2.5% reported at very low-level increase of social acceptance. Precisely, it observed that the level of social acceptance has been increased among the Doormat producers more or less in the study area. Moreover, analyzing the collected data, it seen that the participation in importance decision making pf family or social atmospheres of the respondents was high among 47.50% respondents, very high 17.5%, 25% low and 5% very low level. From the data, it observed that major

portion of the Doormat producers got opportunities to participate in many social and family decisions due to involving in Doormat production and financial status changes.

Level of Involvement in Social Activities

Furthermore, it seen that 42.5% of the Doormat producers increased their social activities than before. About 17.5% had more social activities than before, 35% had moderate growth, 2.5% had less growth, and 2.5% had very little growth in terms of involvement in social activities. From the data obtained, it seen that most of the respondents increased their involvement in social activities like involvement in arranging social rituals and customs, practicing voluntarism and observing social and religious festivals, etc.

Process of Doormat Production

First, they bought yarn and jhut from local three jhut providing companies like Raisa Mills Company. After that, the jhuts are separated into small-big, fat-thin and different colored jhuts. Those that need to be cut are cut long and thin. After that, they use two-ply and six-ply machines to make different types of designs using different colors of yarn and jute.

RESULTS AND DISCUSSION

The study found that different age differences were observed among the Doormat producers. It also observed that very few people are producing Doormat due to declining productivity of artisans whose age is maximum 51-60 years. Here it seen that 5% of people aged 51-60 years are still working due to lack of money. About 42.5% of artisans aged 21-30 years are engaged in this work due to their high productivity. Engaged in making Doormat according to appropriate age difference. Through the research, the research team found that although women of all religions work here, women of Islamic religion are lagging far behind in making Doormat. The research team thinks that if the unemployed women of Islam do this, they will also be able to become self-reliant. After collecting the data, it understands that among respondents, 17.5% respondents have 2-3 members in their family. They adhere to family planning so the number of members is less. Although 80% of people follow family planning, their number of family members is low and 2.5% of people do not follow family planning and their number of members increases. By analyzing the collected data, it can find that 40% of the Doormat artisans have acquired primary education. The rate of secondary and higher secondary education among them is very low. If they had higher educational qualifications, they could have benefited more. According to the research team, the education rate among them needs to be increased. By increasing the education rate, artisans can move to better places, becoming known as advanced artisans. They will be able to gain knowledge on how to sell the Doormat made by them online in

the country and abroad to gain more profit and fame. This study suggests that those who received training in less time did not increase production because they could not become efficient with less time training. And those who have trained for a long time are able to produce more money because they are better learned and skilled. Adequate data suggests that training is a fair help in income generation among the artisans, but improvements can be made if this work is taken seriously. According to the research team, 32.5% of those who have a duration of 1 year are engaged in making Doormat for a long time. Those who have been making Doormat for a long time have improved their family financial status. Being self-sufficient, they are producing more Doormat.

It is also seen that 37.5% have taken loan and 62.5% artisans have not taken loan. By collecting and analyzing this information, it can know that the artisans who have taken loans have been more profitable. Because of by taking loans, the artisans were able to set up their factories on a larger scale. They have been able to produce more cloth by buying more yarn and jhuts at wholesale rates. As a result, their income has increased and they have been able to save more money. Therefore, according to the research team, by taking loans from all the artisans and buying yarn and jhuts at wholesale rates and producing more cotton, the income will increase and the factory can be expanded day by day with the savings. Through this study, it is understood that the cost of production is lower but the profit amount is the same from the selling price. The Doormat that require less labor and can be produced in less time are chosen by the Doormat makers. By collecting information, the informant can find out that the amount of money they earn weekly is spent to meet their daily needs. Due to which it is not possible to save money. They do not feel the need to open a bank account because they cannot save money. Through this research, it is known that 65% of people produce 1-10 Doormat daily. In fact, he makes Doormat in the gap between level of work. Remaining 32.5% and 2.5% only people

are engaged in Doormat production so the amount of Doormat production is more than others. After collecting and analyzing the data, it can find out that the financial status of all of them has more or less changed positively compared to before. Researcher thinks that if all the producers can continue their cotton production process in the future, their financial condition will improve.

Moreover, this study shows that Doormat artisans are members of various projects of ESDO. They get ideas from ESDO's projects to create a framework for self-reliance. They are engaged in this work with the support of ESDO projects. Of the all respondents, 27.5% were engaged in work and 72.5% were unemployed. Those who were engaged in work had less weekly income. Because they used to work 2-3 days a week. The rest of the days they sit and idled and did not get any work. According to the research, the Doormat producers have been very good at choosing to make these cloths as a profession, as evidenced by the recent study. Because they have been able to increase their weekly income by producing food every day in addition to household chores. On the other hand, their unemployment has been eliminated. Analyzing the data collected, it can be seen that each of the Doormat producers now have an increase in their weekly income compared to before. The study shows that Doormat producers are now socially accepted and given status from their previous position of self-reliance in producing/making Doormat. Analyzing the collected data, it can be seen that the status of decision-making in the family or social affairs of the Doormat producers is more common in 47.5%. The findings of the study show that Doormat producers have become self-reliant by making Doormat and are participating in social activities as the status changes and social acceptance and status increase. Analyzing the collected data, it can be seen that the financial condition of Doormat producers is not so good. It thinks that their financial status, eating habits and clothing have been changed a lot after their involvement in Doormat production.

Table 1: Design and profit analysis

Jhut (per item)	Loom/ Yarn (per item)	Total cost (per item)	Buying price by company till delivery (per item)	Possible profit	Wage if Jhut provided by company (per item)	Name of the design	Length and Width	Size
1kg 30 taka	5	35	60	25	21	H Dimond	18 to 28 Inches	Medium
1kg 30 taka	5	35	60	25	21	T Dimond	18 to 28 Inches	Medium
1kg 30 taka	5	35	60	25	21	H Dimond	18 to 28 Inches	Medium
600gm 18 taka	3	21	40	19	13	H Dimond	14 to 24 Inches	Little
600gm 18 taka	3	21	40	19	13	H Dimond	14 to 24 Inches	Little

600gm 18 taka	5	20	30	10	9	Daba	18 to 28 Inches	Medium
600gm 15 taka	4	19	30	11	9	Loti	18 to 28 Inches	Medium
600gm 15 taka	4	19	30	11	9	Loti	18 to 28 Inches	Medium
350gm 10 taka	3	13	20	20	6	Daba	14 to 24 Inches	Little

The above Data revealed that doormat artisans were profited much by producing the Doormat by themselves than working as worker for a company. The company provided comparatively less profit to the workers in producing Doormat than self-producers. Moreover, the doormat analysis in the study area revealed the following noteworthy findings: a) Various designs of doormats, such as H Diamond, T Diamond, Loti, and Daba, are produced by different manufacturers; b) The production of doormats requires garment's jhut and loom; and c) Raw materials for doormat production are sourced from local companies or factories, including Raisa Carpet House in Thakurgaon Sadar, Fatema Enterprise in Ranishankail upazila, and Bhai Bhai Handloom in Baliadangi upazila. The studies revealed that accessing the local supply of raw materials for doormat production is not difficult of the local producers.

Strategies for Improvement the Status of the Doormat Producers

We might employ a range of tactics, drawing on pertinent research findings, to improve the manufacturing of doormats in Bangladesh. Enhancing infrastructure development initiatives, disseminating technology, and offering fiscal incentives can greatly enhance the industry (Uddin *et al.*, 2021). Additionally, directing attention towards improving pond management, optimizing feed nutrition, and acquiring certifications from reputable programs such as GlobalGAP and Best Aquaculture Practices will enhance the quality and commercial appeal of the products (Hoque *et al.*, 2021). Furthermore, the implementation of training programs focused on sanitation standard operating procedures, along with effective government supervision, can significantly improve the quality and safety of processed fish products in coastal locations (Paul *et al.*, 2018). Furthermore, diversifying production capacity, employing dynamic forecasting and planning, and establishing alternative suppliers to mitigate interruptions can enhance the sustainability of supply chains. The healthcare sector has demonstrated this (Rahman *et al.*, 2021). Moreover, the implementation of innovative technologies and tactics to enhance rice productivity can effectively address the limitations of agricultural expansion in Bangladesh (Rahman & Barmon, 2015). In addition, implementing methods that are based on important predictors might improve the nutritional condition of children in the country (Islam *et al.*, 2013). To overcome the difficulties

in finding employment, reorganizing operations and implementing robust strategies can assist firms, particularly those in the food and beverage sector, in successfully navigating problems like the COVID-19 pandemic (Uddin, 2021; Chowdhury *et al.*, 2020). Furthermore, investing in sustainable biofuel production and attracting foreign investments can enhance Bangladesh's economic development (Akram *et al.*, 2019). By employing a blend of infrastructure development, quality enhancement, sustainability measures, and strategic planning, doormat producers in Bangladesh may improve their productivity, market competitiveness, and overall sustainability.

In Bangladesh, the development of many sectors, such as the production of doormats, relies heavily on the efforts of both government and non-government initiatives. The government is implementing creative approaches to tackle new trends (Biswas *et al.*, 2017). These projects frequently incorporate community-based interventions, outreach sites, satellite clinics, and empowerment programs (Rahman *et al.*, 2017). For example, the government has implemented efforts like e-governance through ICT to improve service provision and facilitate convenient access to facilities (source: "Identifying relationships between disposal behavior, purchase pattern, price, and awareness with the e-waste management systems," 2022). In addition, collaborations among the government, non-governmental groups, and foreign entities have played a crucial role in tackling obstacles. The Centre for Injury Prevention and Research Bangladesh (CIPRB) partnered with UNICEF and government organizations to tackle maternal and perinatal fatalities (Biswas, 2017; Biswas *et al.*, 2018).

Non-governmental groups and stakeholders have a substantial impact on bolstering government activities. The involvement of NGOs, media, and regulatory agencies in collaborative activities has the potential to improve corporate social and environmental responsibility practices in Bangladesh (Hossain *et al.*, 2016). In addition, governmental and non-governmental groups endorse efforts to promote the adoption of organic fertilizers among farmers, aiming to enhance agricultural practices and decrease dependence on chemical fertilizers (Salam *et al.*, 2021). For sustainable growth in renewable energy production, it is crucial to have government involvement, localization of technology, and comprehensive legal and regulatory regulations (Karim *et al.*, 2019). Furthermore, the involvement of public-private partnerships and cooperation with international agencies has played a

vital role in promoting different sectors in Bangladesh, including healthcare and environmental governance (Zahid *et al.*, 2020; Mustafa, 2020). In order to achieve comprehensive growth in areas like doormat production in Bangladesh, it is crucial to have a combination of both government and non-government activities. Through the utilization of collaborations, inventive strategies, and interventions rooted in the community, stakeholders can join forces to uplift producers and improve the overall position of the industry.

CONCLUSION

This article has been prepared based on the findings of a research on the role of Doormat production as IGA in economic development in order to know about the economic production development process or activities of Doormat producers in Thakurgaon Sadar. This study is an exploratory study. The study has selected the four unions of Thakurgaon Sadar, Rahimanpur Union, Nargun Union, Auliapur Union and Salandar Union as the study area. In this study, data was collected from 40 Doormat artisans using purposive sampling method. The study has collected information from them through questionnaire and listed the data statistically through tables and percentages. The data presented are then analyzed analytically/descriptively. After sorting the collected data, qualitative and quantitative methods were used. Most of the 40 Doormat artisans in the study belonged to the tribal and dalit communities. All of the 40 Doormat artisans are women artisans. Most of them have attained primary education. As they are members of ESDO projects, they got the idea that they can become self-reliant by making Doormat and started making Doormat after training. Analyzing these data, it can be seen that most of the artisans have become financially active as they are engaged in the production of Doormat. Social acceptance and status have increased due to improvement in their standard of living. Due to which he is participating in social activities. The artisans have been able to change their condition through the production of this Doormat. It is worth mentioning that artisans made profit much by producing Doormat themselves than producing as worker in the study area.

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