Mapped in Bangladesh
Vision for an Efficient, Transparent and Accountable RMG Industry
Mapped in Bangladesh (MiB) is a 4-year research initiative by Centre for Entrepreneurship Development (CED) of BRAC University that aims to map the export-oriented ready-made garment (RMG) industry across all garment-producing districts in the country. MiB’s design and implementation is in response to a lack of essential industry data, like how many export-oriented factories actually exist in the country, how many male/female workers are employed there, what kind of products are produced, and/or which brands work with them, etc., among other relevant information.

In line with the nation’s “Digital Bangladesh Vision 2021”, with the MiB tool, the RMG industry is expected to come one step closer to aligning itself to the mandate of digitization of every sector. MiB (formerly “DRFM-B” – Digital RMG Factory Mapping in Bangladesh) is a scale-up of a pilot project titled “Participatory Factory Mapping Research” (PFMR) focused on two (2) sub-districts in Bangladesh conducted by CED-BRACU. MiB’s lead funding agency is Laudes Foundation and co funding agency is the Kingdom of the Netherlands.

Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) are the strategic partners of the project. The project is also supported by the Department of Inspection for Factories and Establishments (DIFE) under the Ministry of Labour and Employment (MoLE), GoB.
Project Goal

The objective of Mapped in Bangladesh (MiB) is to provide accurate, credible and updated RMG factory information to all industry stakeholders in a manner that enables greater efficiency, productivity, accountability and transparency. Designed and built in Bangladesh, this powerful tool serves as a home-grown solution that further strengthens the country’s significant and thriving RMG industry.

Why MiB?

Because of the growing need for credible, industry-wide data on the number of factories, their locations, number of workers, and much more, challenges remain across the Bangladesh RMG industry. This project is the first of its kind, providing a detailed industry-wide database of export-oriented RMG factories on an interactive, digital map (similar to Google Maps). The map is publicly accessible in order to catalyze transparency and bring about meaningful industry improvements in Bangladesh, and thus strengthen the sector as a whole.
How can industry stakeholders use the MiB?

**BRANDS AND BUYERS**
- Pull custom reports on partner factories
- Strategize new, efficient sourcing partnerships with factories
- Mitigate risk by augmenting brands’ support
- Inform parallel chains of brands, buyers, suppliers, and sub-contractors of new business and investment opportunities

**FACTORY OWNERS**
- Gain access to free globally accessible platform to promote business development
- Highlight specialized products and key features like international certificates to gain new business
- Identify and learn from best practices in the sector to increase competitiveness in the market
- Increase internal accountability
- Better understand the investment opportunities within the sector

**WORKER ADVOCACY GROUPS/CSOs**
- Highlight challenges and roadblocks around specific aspects of the sector, such as worker participation or safety committees
- Design better targeted programs and interventions
- Improve advocacy efforts for different groups in the industry

**GOVERNMENT ACTORS**
- Build effective legislation and policy reform, like social safety net programs and decent work campaigns
- Ensure compliance of existing legislation
- Aid in factory registration
- Assist inspection teams in locating factories
- Help achieve Bangladesh’s “Vision 2021: Digital Bangladesh” by increasing market competition using digital technology
- Help achieve Bangladesh’s RMG sector’s value to $50 billion by 2030
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MiB in a Nutshell

First-ever research initiative of its kind in Bangladesh for export-oriented RMG industry

A transparency mechanism enabling accountability of the sector

Evidence-based decision-making tool for sector stakeholders

A participatory and collective action approach with public and private governance entities

Aligned with the nation’s mandated “Digital Bangladesh Vision 2021”
The Project Includes...

**Sector Mapping:** MiB aims at mapping the Bangladesh RMG industry covering factories that are directly/indirectly export-oriented, have core RMG processes, and are members of major associations.

**Baseline Database:** MiB intends to build a detailed industry-wide database of RMG factories covering factory name, address, GPS location, registration status, production/building type, worker number, exporting countries, customers, certifications, etc.

**Authentic Information:** MiB endeavors to provide accurate, credible and updated factory data that can generate various reports for major stakeholders, like brands and buyers, to make informed business decisions.

Project’s Central Themes

**BELIEF**
MiB is driven by the fundamental belief that transparency and traceability lead to long-term industry advancements and improved working conditions.

**TRANSFORMATION**
MiB is a commitment to all stakeholders that a transformative change is happening in the ready-made garment industry in Bangladesh.

**PARTICIPATORY**
MiB is guided by a multi-stakeholder Project Advisory Committee (PAC), including representatives from brands, GO/NGOs, industry associations, right-based and research organizations, among other sector experts.

**ACCESSIBILITY**
MiB is a tool to help establish a strong marketing and branding of the Bangladesh RMG industry through increased accessibility of information.
The Project Covers........

Factory data/information to be featured on the digital map includes the following:

- Factory Name/Postal Address/GPS Location
- Membership/Registration Status [Registered with/member of BGMEA/BKMEA/EPB/DIFE, etc.]
- Type of Factory (woven/knit/sweater/composite, etc.)
- Type of Product(s)
- Production Processes
- Type of Factory Building Structure (shared/standalone, etc.)
- Number of Workers (male-female ratio)
- Exporting Zones/Countries
- Major Brands/Buyers
- Workers Participatory Committee (WPC), Safety Committee, etc.
- Affiliation/Status Certifications [Accord, Alliance, ISO, OEKO-TEX, LEED, WRAP, SEDEX, etc.]
- Distance of the nearest hospitals and fire service stations
Map Features

1. **Interactive**
   - An interactive live public map, based on Google Maps, with advanced search options features basic information and GPS-locations of all export-oriented RMG factories in Bangladesh.

2. **Customizable**
   - Users can play with the data and generate customized reports as per their own interests.

3. **Updated**
   - Regularly updated factory information by following a robust data verification and validation protocol.

4. **Crowdsourcing**
   - Users can suggest data and information through a vetted system for endorsement and updating.

5. **Know the Sector**
   - Presents the most essential and relevant factory data focusing on the export-oriented RMG sector in Bangladesh.

Expected Impact

The key target impact that the project seeks to initiate is a transparency mechanism used by the industry. This is the first ever project to digitally map the sector and provide an opportunity to understand the universe of export-oriented RMG factories in Bangladesh. The Project, through its mapping and relationship building, will fuel Bangladesh’s RMG industry advancements and inspire shared responsibility and collective action.

Mapped in Bangladesh can serve as an example for progress in the global garment industry, by taking into account what is learned in Bangladesh and applying it on an even larger scale. Mapped in Bangladesh strives to ensure that the “Made in Bangladesh” brand represents the future of manufacturing ready-made garments, where strengthened and responsible practices are the norm.
Quick Facts

Project Title: Mapped in Bangladesh (MiB)
Duration: April 2017 – June 2021
Focus: Export-oriented Ready-Made Garment (RMG) Factories
Project Site: Bangladesh (across all 32 RMG-producing districts)
Survey Method: Census in 4 major districts, Snowball in remaining 28 districts
Implemented by: Centre for Entrepreneurship Development (CED)
BRAC University
Coordinated by: BRAC
Lead Funding: Laudes Foundation
Co Funding: The Kingdom of the Netherlands
Strategic Partners: BGMEA and BKMEA
Strategic Support: Department of Inspection for Factories and Establishments (DIFE)
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