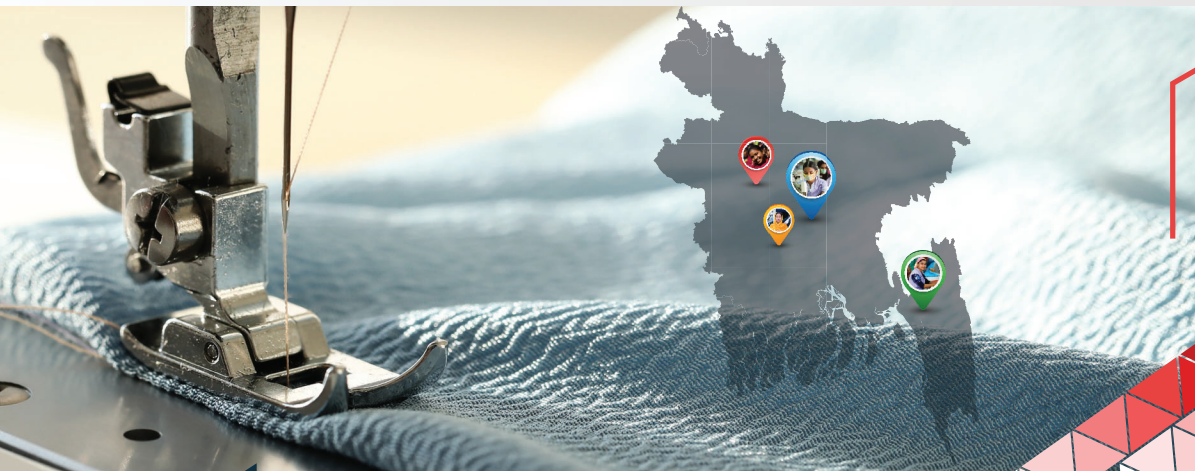




Laudes ———
Foundation



Kingdom of the Netherlands



Mapped in Bangladesh

Vision for an Efficient, Transparent and Accountable RMG Industry



Mapped in Bangladesh (MiB) is a digital map for the ready-made garment (RMG) industry of Bangladesh. It contains all the export-oriented RMG factories in the country with essential data and information.

"Mapped in Bangladesh", or in short MiB, is being implemented by Centre for Entrepreneurship Development (CED) of Brac University.

The goal of MiB is to facilitate linkage between factories and international buyers by developing this digital map.

Objective of MiB

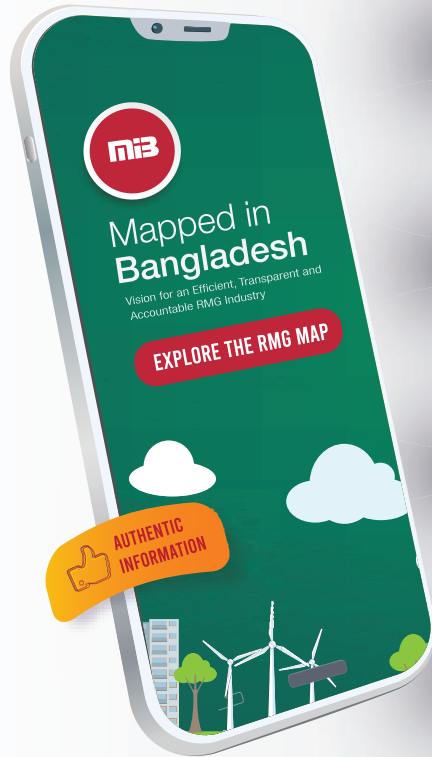
The project aims to collect primary data about the export-oriented RMG industry and present the information to the public in the form of an interactive online map.

The objective of 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.

Driven by a collective action approach, Mapped in Bangladesh is collecting inputs from all stakeholders through public crowdsourcing in order to keep the data accurate and up-to-date.



Important features of the map:



This is the **first-ever digital** initiative of this kind

The map shows **real-time, credible data** through an online platform

The platform is like Google Maps, **showing location** of factories on a digital map

It covers all **export-oriented RMG** factories in Bangladesh that are exporting directly/indirectly

The map is a **transparency** mechanism enabling **accountability** of the sector

The map has a detailed industry-wide **database** of the RMG factories in the country

MiB is perfectly aligned with the nation's **Digital Bangladesh Vision 2021** mandate

The Map has the following factory data/information:



Factory Name



Type of Product(s)



Major Brands / Buyers / Agents



Postal Address



Factory Premises Type
[shared/standalone, etc.]



Participation Committee / Safety Committee



GPS Location



Number of Workers
[with male-female ratio]



Inspection Listing / Certifications [Accord, Alliance, NI, BSCI, ISO, LEED, WRAP, SEDEX, etc.]



Type of Factory
[woven/knit/sweater/composite, etc.]



Exporting Countries



Distance to nearest hospitals and fire service stations



Year of Establishment



Membership/ Registration Status [Registered with/member of BGMEA/BKMEA/EPB, etc.]



Factory Contacts

The Map is:



Free and Interactive:

It is an interactive live public map, based on Google Maps, with advanced search options, with free registration option for users.



Customizable:

Users can generate customized reports as per their own interests from the map.



Updated:

The map is regularly updating factory information by following a robust data verification and validation protocol.



Using Crowdsourcing:

Users can suggest information through a vetted system for endorsement and updating.



Dependable:

The map presents the most essential and relevant factory data focusing on the export-oriented RMG industry.

Why MiB?



The RMG industry has been playing a significant role in the economic development of Bangladesh.

In this age of information technology, it is important that international brands and buyers can find relevant information about the industry and factories, so that they can order products easily.

Because of the growing demand, there should be credible and updated data about the industry.

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 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 goal to double its RMG sector's value to \$50 billion by 2030
- Help achieve Bangladesh's "Vision 2021: Digital Bangladesh" by increasing market competition using digital technology



To
EXPLORE or **UPDATE**
your factory's information
please **register** and **login** to:

<https://map.rmg.org.bd/>



The map can be accessed from both
computer and mobile devices.



How to Register and Login to the Map?

Step 1

Go to MiB website

www.mappedinbangladesh.org

Step 2

Click on 'Explore the RMG Map' button

this will take you to
the digital map:
<https://map.rmg.org.bd/>

Step 3

Click on 'Login' and
'Create New Account'

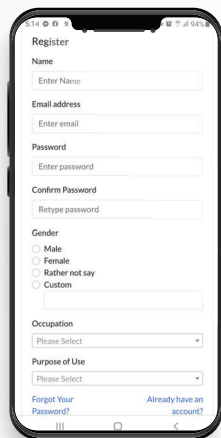
★★★
FREE
REGISTRATION
★★★

Step 4

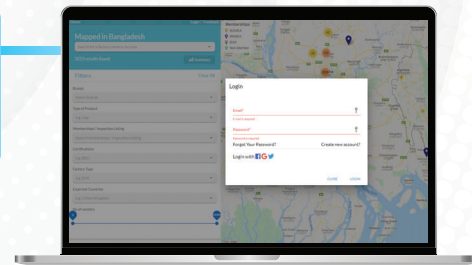
Confirm your email
address

Step 5

Login with registered email
and password



The image shows a smartphone screen with a registration form. The form includes fields for Name, Email address, Password, Confirm Password, Gender (Male, Female, Rather not say, Custom), Occupation (Please Select), and Purpose of Use (Please Select). There are also links for 'Forgot Your Password?' and 'Already have an account?'.



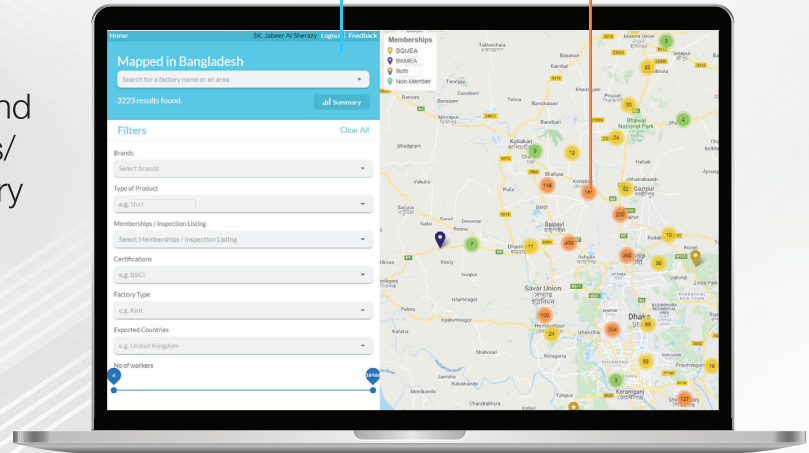
How to Search or Find a Factory?

- 🔍 To search a factory, go to the search box.
- 🔍 Enter the name/area/nearby police station of the factory, and it will show up on the map.

You can also search a factory by brand name, type of product, memberships/inspection listing, certifications, factory type, exported countries, and/or number of workers.

Search and Filter Section

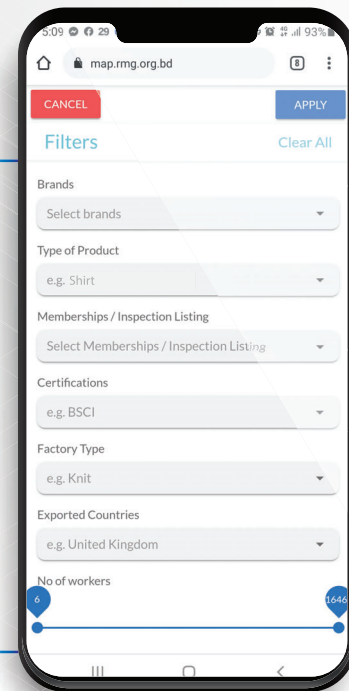
Overview of the whole Map



 Select or enter your preferred filter option in the filter area.

For example, if you want to search for a brand name like “H&M”, go to the filter section and enter the name “H&M” in the brand name section.

The information related to the brand “H&M” will show up on the map with a location balloon icon, at the right side of the map.



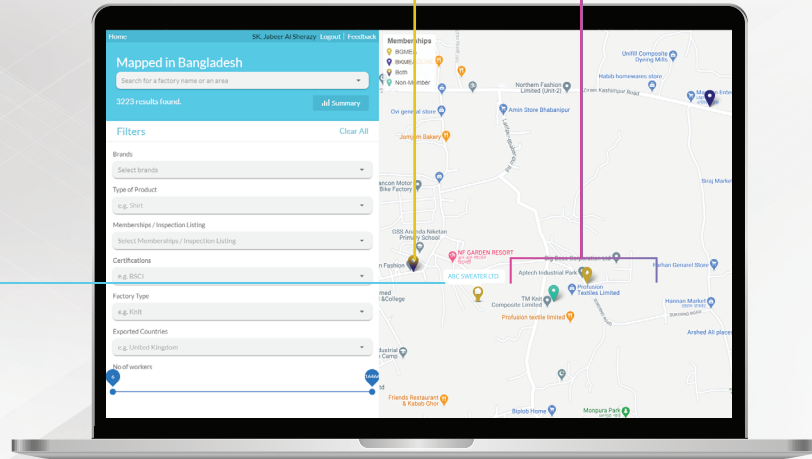
How to View a Factory Profile?

After finding the desired factory, click on the location balloon icon

You can zoom in and out the area in the map by placing your fingers on the touchpad and pinch in or stretch out, or use the mouse wheel

To open the factory profile, click on the name of the factory that showed up on the map

It will show detailed information about the factory



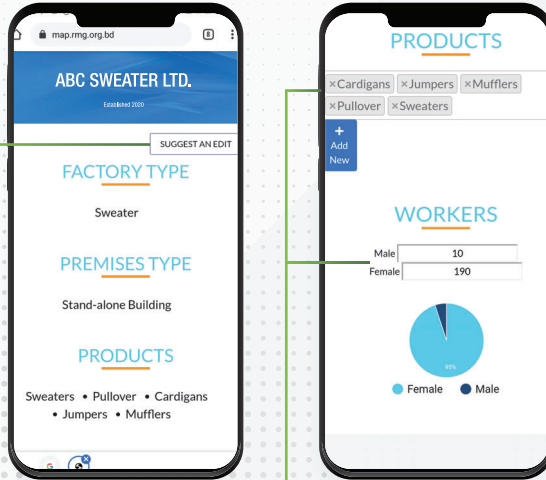
To get back to the map click the **“Back to map”** option which is located on the upper left side of the factory profile

To open the factory profile in a new tab click the **“Open in New Tab”** option which is located on the upper right side of the factory profile



How to Update / Suggest an Edit Factory Information in the Map?

Suggest an Edit Button



Update Existing Data

📍 To update the factory data, click on the “Suggest an Edit” button from the factory profile.

📍 It will open a new tab to update the existing data.

📍 You can add or delete your existing data from your factory profile.

📍 After suggesting the edit, you need to click the submit button to submit your suggestion.

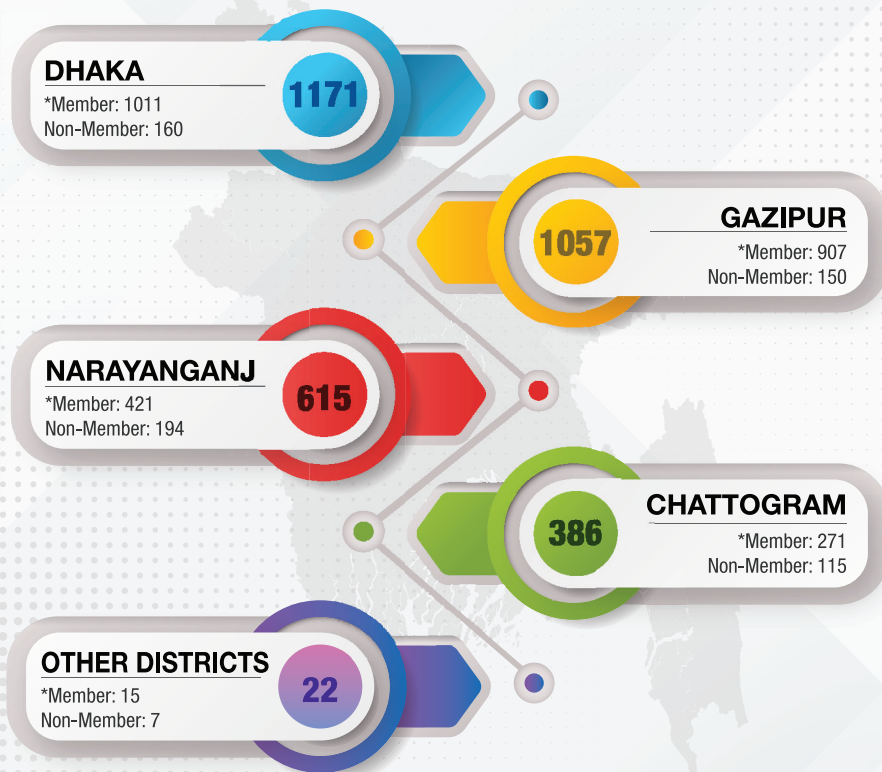
Submit

Cancel

📍 After verification, your suggestion will be updated in your profile.

* ONLY REGISTERED USERS CAN SUGGEST AN EDIT

So far, MiB has covered **3251** export-oriented RMG factories in Bangladesh



Project implemented by:



centre for
entrepreneurship
development



Centre for Entrepreneurship Development (CED), Brac University

Project coordination by: BRAC



Project's strategic partners: BGMEA and BKMEA



Project's lead funding agency: Laudes Foundation



Co-funding agency: The Kingdom of the Netherlands



Kingdom of the Netherlands

Strategic support by:

Department of Inspection for Factories and Establishments (DIFE)
Ministry of Labour and Employment (MoLE) of the Government of the People's Republic of Bangladesh.



www.mappedinbangladesh.org

Mapped in Bangladesh (MiB)

Centre for Entrepreneurship Development (CED)

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