



people know, we are also a Fair Trade Organisation, paying our suppliers their due shares precisely as they deserve. Therefore, forcefully reducing supplier and vendor costs could not be considered. Many issues such as these contributed to the sudden fallout and our decision to change our route to business."

Inquired whether it was time to convert to being business-minded, Anadil answered, "Yes, it is. I blame myself primarily for Jaatra's current situation. I had trouble dividing time between my work, family, music, and interests when Jaatra clearly needed more time from me. Additionally, up until now, we have not done any sort of marketing for the business. I just didn't like the concept of begging for attention. To be quite frank, certain types of advertisement still do not appeal to me. I think billboards create serious clutter in the natural beauty

of our city."

When asked regarding the future of Jaatra, Anadil looked quite hopeful while she spoke. "We have worked on many ideas. Since the conventional form of marketing and advertisement does not attract me, we have decided on many different ways to promote Jaatra. First of which includes an online e-commerce site for the store. The future belongs to e-commerce, with people becoming too busy for casual shopping these days, they can certainly visit the site and purchase Jaatra products online. The e-commerce site will open very soon and all our patrons will be duly informed. Secondly, we have opened an eat-out area at Jaatra called 'Jaatra Biroti', where we offer 85% organic food to our clients in the most relaxed and cozy environment that is something most can only wish for nowadays. Our belief is that a

healthy outside begins with a healthy inside so we invite everyone to come to the eatery and have a sip of our organic tea if not anything else and wind down for a bit, escaping the chaos of the city. We have many plans such as these up our sleeves for the future of Jaatra."

We had to ask Anadil about the fate of the clients who loved visiting Jaatra stores just to enjoy the physical store itself and the environment it provided. With a big grin on her face Anadil replied, "Well, I can definitely console our clients on that, as they should not worry about missing the feel of the real store, as Jaatra store in Banani will remain as it is in the near future and I can only thank my building owner for this. He is a lovely person at heart and has supported us and our efforts all throughout."

When asked what she hoped for the future, Anadil replied "I want everyone to

come forward to promote 'deshi' stores like Jaatra. The government can encourage the local masses to buy, wear and promote our local clothes and products. The general people can support the local industries, designers, artisans and craftsmen by purchasing their products at home rather than going abroad and buying similar type of products from a foreign country. We should all try to do our bit in promoting our national goods. If we don't support our own products, who will?"

Colourful murals, scent of jasmine tea, fusion attire, sound of bitter-sweet conversations in the background and a striking business lady, dressed in all-white, ended the rendezvous on a beautiful note--"I am hopeful for the future, let's all work towards it together."

By Mehrin Mubdi Chowdhury
Photo: Sazzad Ibne Sayed

