



## SMALL LOANS, BIG ACHIEVEMENTS



### Building a New Chapter

Allow me to introduce myself as Sumaiya Khatun, the proud owner of "Fardin Glass and Plastic Store." This business has a rich history, dating back to its establishment by my father-in-law, Musharraf Hossain, in 1980, known then as "Musharraf Bangari." However, unforeseen circumstances arose when my father-in-law passed away in 2000, leaving the responsibility of managing the business to my husband, Md. Ashraful Hossain Biplob.

In 2009-10, my husband fell ill with Hepatitis, hindering his ability to oversee the business. Stepping into the role, I took charge and made strategic decisions to expand our offerings, incorporating glass bottles and plastic items. This move proved fruitful as we witnessed remarkable growth and success.

In 2019, I secured a loan of BDT 7 lac from City Bank. Demonstrating unwavering commitment and diligence, I diligently repaid the loan within the stipulated time, earning the trust and admiration of the bank. Consequently, they granted me a loan facility of BDT 25 lac, playing a pivotal role in further fueling the growth of my business.

Today, Fardin Glass and Plastic Store boasts a dedicated team of 30 individuals who contribute to the seamless functioning of our operations. The profits generated from the business have allowed me to make wise investments in two plots of land in Jessore Municipality, measuring 6.60 decimals and 3 decimals, respectively.

My achievements as a successful female entrepreneur have earned me recognition as a role model within the community. Additionally, I receive full-time supervision and support from City Bank Jessore SME Unit, who acknowledge and appreciate my contributions to the local economy and business landscape.

### Reaching New Heights in Business

I am Md. Rokonzaman, an ambitious entrepreneur who followed my heart's calling by leaving my blue-collar job to pursue the world of business. As the MD & CEO of Rotex BD, a renowned company specializing in high-quality interlining products with an extensive range of 361 offerings, our journey has been marked by tremendous growth and success.

Right from the start, Mutual Trust Bank (MTB) has been our invaluable partner in growth. Their need-based financing solutions have not only increased our business revenue but also improved the financial well-being of our dedicated staff. We have successfully diversified our product lines from 1 to 6, and our workforce has expanded from a modest 20 employees in 2017 to an impressive team of 130 individuals. Our current monthly sales have reached USD 8 lac, an extraordinary eight-fold increase compared to our humble beginnings. Additionally, our factory size has expanded from 12,000 sq ft to a remarkable 88,000 sq ft within a span of just seven years.

At Rotex BD, we prioritize the well-being of our employees. We provide them with daily lunches, offer special bonuses during Eid-ul-Adha, and encourage them to contribute to the environment by planting two trees each month. As part of our commitment to sustainability, and with the support of MTB, we are in the process of relocating our operations from urban centers to rural areas, approximately 100 km away.

I am immensely grateful to MTB for their unwavering support and the financial assistance they have provided, which have played a pivotal role in propelling the growth of my business and granting me peace of mind. With their continued partnership, Rotex BD is set to soar higher and contribute to a sustainable and prosperous future in the interlining industry.



### Empowering Communities

I am Mafuzul Gani, born in the picturesque town of Parbatipur in the Dinajpur District. After my studies, I dedicated myself to the growth of a Textile Company in Savar until 2014.

In underdeveloped Parbatipur, I witnessed the struggle of locals in finding employment as opportunities became scarce. Determined to make a difference, I took it upon myself to create job opportunities for these individuals.

Starting with a poultry business, I soon realized that it wouldn't be profitable. Undeterred, I shifted gears and ventured into mushroom cultivation. However, due to challenges in finding buyers, I had to discontinue this endeavor as well.

In 2018, I established 'Gani Creation' with three sewing machines and four employees. Today, I take great pride in the growth of our factory, which now houses 52 sewing machines and employs a dedicated team of 150 permanent staff members. Overcoming numerous obstacles, we have focused on producing eco-friendly handicrafts using locally sourced materials like jute, sea grass, kaisha, and banana fiber. Gani Creation has become a 100% export-oriented factory, shipping our locally crafted products worldwide.

Prime Bank has played a pivotal role in our journey by providing a credit facility of BDT 2.5 million to Gani Creation. This financial support has allowed us to overcome the challenges posed by the COVID-19 pandemic. The bank has ensured timely disbursement of funds, ensuring the smooth operation of our business. Recently, Gani Creation received approval from the World Bank for the Export Readiness Fund (ERF), further enhancing our prospects.

In recognition of our efforts and achievements, I am honored to have received the prestigious National SME Entrepreneur Award in 2022, organized by the SME Foundation. This acknowledgment serves as a motivation to continue striving for excellence and contributing to the development of our country.

## Prime Bank taking bold steps forward to empower the unsung heroes of our economy

### CMSME sector

The emergence of the CMSME sector in Bangladesh has added a new dimension to Bangladesh's ever-growing economy. The sector in Bangladesh has significantly contributed to the country's economy, with over 8 million CMSMEs growing fivefold since the mid 1980s. These enterprises have consistently contributed over 25% to the GDP and employed around 24 million people, accounting for 30% of the total workforce. Despite facing numerous challenges, especially during and after COVID, CMSMEs have persevered and provided employment opportunities. However, accessing financial support remains a key challenge for the sector. Prime Bank collaborates with regulatory bodies to address these issues and find solutions, aiming to ensure favorable outcomes for CMSMEs in the country.

With its vast heritage of 28 years, Prime Bank has designed various services that cater to the unsung heroes of our economy – CMSME sector of the country. Prime Bank has been working persistently to provide financial solutions by introducing a comprehensive range of products to fulfill transactional, deposit, loan, trade support needs of CMSMEs. Prime Bank was one of the pioneering banks to focus on the CMSME sector of the country. The bank has differentiated itself from peer banks through different transformative initiatives, digital movement, introduction of market driven

product and services etc. Over the years, the bank has consistently maintained a strong growth rate for CMSME portfolio.

Prime Bank has strategically developed a range of market-driven products, a multi-channel acquisition model, and a robust risk management framework to support the CMSME sector. These efforts have positioned the bank favorably, enabling it to capture a larger market share. To enhance convenience, Prime Bank introduced Prime Shahaj, an unsecured loan product offering up to BDT 10 million for CMSMEs. Currently, 33% of the bank's CMSME loan portfolio is under Prime Shahaj.

Prime Bank initiated a distributor financing program with 14 renowned corporates. They introduced "Prime Dealer," a dedicated overdraft facility for MSME distributors. This facility offers collateral-free working capital solutions up to BDT 10 million, allowing distributors to purchase products on demand from designated corporates. Distributors can repay the bank after selling the products, bridging the liquidity gap in their operations. This solution supports business growth by ensuring timely funding in the value chain.

Prime Bank supports CMSMEs through various initiatives. The bank offers "Prime Lenden," an interest-bearing current account with no initial deposit requirement. It developed "Prime Aagami," a monthly savings scheme to promote equity building and resilience. Agent Banking outlets ensure accessibility,

reaching rural and urban areas in Bangladesh. "Prime Pay" is another such service that facilitates cash management digitally. "Pi-MSME" expedites loan processing, while the MSME Loan Tracker enhances efficiency. These efforts aim to empower CMSMEs, fostering their financial growth and success.

For the first time in Bangladesh, Prime Bank has initiated a market-building program called 'Industry, Trade Body & Cluster Alliance' during COVID-19 period. As a part of this initiative, Prime Bank formed alliances with major trade associations in ICT and ITES business i.e. BASIS, BACCO, e-CAB, BCS and ISPAB.

Prime Bank has excelled in conducting banking activities amidst lockdowns and health concerns, prioritizing the safety of employees and customers. The bank has also extended services through alternate channels like Internet Banking, ATMs, 24/7 Contact Center, POS, and cards, allowing customers to access essential banking services from home. As one of the first banks, Prime Bank swiftly sanctioned loans and provided working capital to CMSMEs under the government's stimulus package. The bank also achieved 100% loan disbursement target for two consecutive years, positively impacting businesses and keeping the economy running during the pandemic.

With a vision to realize "Smart Bangladesh" and bringing banking solutions for the unbanked population, Prime Bank has also



focused towards introducing innovative digital products that will enable CMSMEs to initiate applications without difficulty. The bank is in on the verge of introducing "Digital Account Opening Procedure" for CMSMEs and is also initiating Digital Lending Facilities for small ticket sized CMSMEs, without any manual intervention.

Prime Bank has been a renowned

financial institution which has taken bold steps to provide the well-deserved support to the unsung heroes of our economy. Over the years, the bank has consistently contributed to the development of the CMSME ecosystem of the country through its innovative line of products and valiant initiatives to bring stability and sustainability in the sector and our economy.