

Jhunu Craft Impact Report 2025

1. Executive Summary

Jhunu Craft is dedicated to revitalizing the global perception of jute—the "Golden Fiber"—by creating high-value, diversified lifestyle products. This report outlines our commitment to environmental sustainability, social inclusion, and economic empowerment in 2025. By shifting focus from traditional sacks to eco-friendly fashion and home decor, we aim to capture the growing global demand for zero-waste products.

2. Leadership & Inspiration

Jhunu Mollick Nursing Supervisor & Social Entrepreneur

The initiative is rooted in the values of care and community service, inspired by **Jhunu Mollick**. With over two decades of experience as a Senior Staff Nurse and Ward In-charge at BIRDEM Hospital, Jhunu brings a legacy of disciplined leadership and public health advocacy.

- **Background:** Masters of Public Health (MPH) and B.Sc. in Nursing.
- **Community Work:** Extensive experience as an Assistant Trainer in rural development programs (PPRDP), organizing training on Mother & Child Health, and supervising community activities.
- **Vision:** Applying the principles of care and systematic management from the healthcare sector to the sustainable craft industry.

3. Social Impact: Empowering People

Our operations are guided by **GESI (Gender Equality and Social Inclusion)** principles to ensure holistic development.

- **Women & Youth Entrepreneurship:** We actively dismantle barriers such as lack of access to finance and skills by implementing mentorship programs and tailored training for women and youth artisans.
- **Fair Wages & Equal Pay:** We are committed to equal pay for equal work, regardless of gender. Our wage structures are transparent, ensuring financial stability for our artisans.
- **Safe Workplace:** We maintain strict anti-harassment policies and ensure physical safety in our production centers, including adequate lighting and designated rest areas.

- **Inclusion:** We strive to include Persons with Disabilities (PWD) and marginalized groups in our workforce, modifying workplace designs to ensure accessibility.

4. Environmental Impact: Sustainability Core

Jute is at the heart of our environmental promise. Our products are 100% biodegradable, compostable, and have a minimal carbon footprint compared to synthetic alternatives.

- **Zero-Waste Design:** We utilize "Nested layouts" in our cutting techniques to maximize fabric usage and reduce scrap. Offcuts are repurposed for small items like coasters or filling material.
- **Eco-Friendly Processing:** We prioritize natural dyes and plant-based processing to minimize chemical runoff and water pollution.
- **Global Alignment:** Our product line aligns with global trends in the EU, USA, and Japan regarding strict plastic bans and the demand for "Green Packaging".

5. Production Excellence

To ensure our impact is scalable, we adhere to rigorous production and quality standards.

- **Quality Control:** We implement stage-wise QC checklists (Cutting, Stitching, Finishing) to minimize rejection rates and waste.
- **Compliance:** Our products aim for international compliance, including REACH (EU chemical safety) and Azo-free dye standards, ensuring they are safe for end-users.
- **Efficiency:** We utilize capacity-based planning to balance worker skills with machine availability, ensuring realistic targets that do not compromise worker well-being.

6. Future Roadmap

- **Market Expansion:** Strengthening our presence in key export destinations like the EU and USA, which value high finishing quality.
- **Skill Development:** Continuing our "Coaching, Mentorship & Market Linkage" programs to troubleshoot production gaps and improve product market readiness.
- **Digital Integration:** Exploring AI and digital tools to optimize our workforce ecosystem, ensuring authentic skill verification and transparent operations.