

## Working with Action Bag

"Now I understand" was the feedback from Roshan at Action Bag, about her 2005 visit to the UK. Roshan had never left Bangladesh before and we knew it would help her as manager of Action Bag to do a market awareness tour.



When Catharine Howe from Traidcraft met Roshan in March 2007, she told her:

"There were lots of benefits of the tour. I had some knowledge of Traidcraft, but was not fully aware. Now I understand about colour trends, the culture and people – I have some knowledge of the consumers. Most of all I went to the shops, got ideas for new product development and got orders from that."

Also there was Rabia, who joined Action Bag about a year ago, in desperate need of income to support her family. Making jute bags, like our Recycle products, has already helped her to get onto an even keel and begin to pay back debts.

Action Bag products sell well, so increasing her prospects of a better life. She is a good reminder of why Traidcraft wants to help build sustainable businesses in poor communities.