

**Name:** Luthfunnesa Meghna

**Business Name:** Rafiha Fashion

**Contact:** 01726-618811

**Facebook page link:** <https://www.facebook.com/rafihafashion/>

**Product:** Silk Tie, Pocket Square, Jamdani Bag,  
Jute Notebook, Jute Bag

### Story

#### **Keeping Our Heritage Alive: My Jamdani Story**

Growing up, I loved watching my mother wear her beautiful Jamdani sarees during family parties and festivals. The way the golden threads shone in the light was magical. But as I got older, I noticed something sad: this amazing art form that UNESCO recognizes as a special heritage was disappearing from the world. People in other countries didn't know about Jamdani. In 2018, with only BDT 10,000 in my pocket, I started my business with a simple dream: to create **Jamdani fusion** as modern clothes that mix our traditional craft with today's fashion. I wanted to make pieces that women could wear anywhere in the world, from office meetings to dinner parties.



The journey was really hard. When I worked with outside factories, they made poor-quality products that didn't match my vision. So, I made a scary but important decision, I used all my profits to start my small factory. I turned the front porch of our family house into a workspace. Working with skilled craftsmen who understood how special this art is, we weren't just making clothes, we were saving a dying craft, giving jobs to local people, and showing that old traditions can work with new ideas. Hearing the sound of traditional looms in our home again felt wonderful.



Today, with help from the **World Bank Group's** project **Wi-Fi** collaborated with **Innovision Consulting** and **SME Foundation**, my small porch workshop has become something much bigger that reaches women around the world. Every Jamdani thread I work with tells many stories—my mother's strength, our Bengali culture, the hopes of the craftsmen's families, and the promise that our traditions belong not just in museums but in the closets of strong women everywhere.



**Name:** Jannatul Ferdus Nipa

**Business Name:** Jannat Tea Valley

**Contact:** 01844141381

**Facebook page link:** <https://www.facebook.com/share/19VocGNNGE>

**Product:** Green Tea, Gaba Tea, Honey, Premium Ghee & Mastered Oil

## Story

### **From Doubt to Pride: Building Bangladesh's Tea Revolution**

When COVID-19 hit in 2019, I noticed something that others had missed: people in lack of nutritious drinks to strengthen their immune systems.

With my husband's support and a deep love for Bangladesh's tea heritage, I left my comfortable corporate job to start **Jannat Tea Valley**. Most people in our country had no idea that Bangladesh grows amazing green tea with incredible health benefits. While others focused on expensive imported teas, I dreamed of creating 20 to 30 varieties of green tea locally that could make our nation proud. My mission was simple: show the world that Bangladeshi tea is world-class.

The journey was brutal. As a woman entrepreneur, I faced mockery from every direction. Former colleagues laughed, saying, "So you've started a five-taka tea business now?" Many couldn't imagine a woman building a real brand. But I kept working, educating people about the zero-calorie health benefits of green tea and slowly changing minds about local tea quality. When people tasted my products, their doubts disappeared. I became one of the first to seriously work with 10-15 flavored Bangladeshi teas online, proving that our local products could compete with anything imported.

Today, Jannat Tea Valley supplies major corporate houses and exports internationally—that's my definition of success. The **We-Fi Project** was a game-changer, providing free training on marketing, branding, and exports while connecting me to a powerful network of clients and supporters. Through trade fairs and corporate partnerships, my small tea business became a recognized name. Jannat Tea Valley isn't just a tea brand, it's proof that women can lead with purpose, turning local potential into national pride while building the future of Bangladesh's tea industry.



**Name:** Shadia Hoque Sharkar  
**Business Name:** Delicate Lifestyle  
**Contact:** 01614050294  
**Website:** [www.bdfairs.com/delicate](http://www.bdfairs.com/delicate)  
**Product:** Soap

## Story

### **One Woman's Natural Soap Revolution**

In a small corner of Bangladesh, surrounded by herbs, oils, and the sweet smell of lavender, **Shadia Hoque Sharkar** started something amazing. Worried about the harmful chemicals in store-bought soaps hurting her family's skin, she began making natural soap at home using ingredients like neem, aloe vera, turmeric, and rose petals—plants that our grandmothers knew could heal and protect. What started as soap for her own family quickly grew when friends tried it and loved it. Word spread, customers came, and **Delicate Lifestyle** was born from her kitchen table, made with love and a promise to keep families safe from harsh chemicals.



The journey wasn't easy. Many people laughed at Shadia, saying handmade soap was just a hobby, not a real business. Suppliers didn't take her seriously. She worked late nights after taking care of her family, learning everything from making soap to finding customers, often with very little money. But she never gave up on her dream. Every soap bar she makes is chemical-free, wrapped in earth-friendly packaging, and made in small batches with careful attention. Every component has a unique narrative to tell: honey for smooth skin, turmeric for clear skin, hibiscus for healthy hair, and basil for its ability to soothe.

Today, **Delicate Lifestyle** products are sold in homes, gift shops, and markets across the country. But Shadia's biggest success is bringing other women into her business, teaching them to make soap and giving them good jobs they can be proud of. Her dream is to create a team of strong women making products that celebrate our heritage and help families live healthier lives and all became possible after taking training from **We-Fi** project of **The World Bank** collaborated with **Innovision Consulting** and **SME Foundation**.

**Name:** Kamrunnahar Jhumu

**Name:** Kamrunnahar Jhumur

**Business Name:** Chocolate and Pastry Shop

**Contact:** 01706620424

**Facebook page link:** <https://www.facebook.com/ChocolatePastryJfp/>

**Product:** Date Chocolate

### Story

#### **Connecting Chocolates to Corporates: Kamrunnahar's Journey**

Kamrunnahar Jhumur is a dynamic entrepreneur from Mirpur, Dhaka. She is the proud owner of "Chocolate and Pastry," a small business that offers high-quality chocolates made from top-grade ingredients sourced globally. Despite offering her delectable products at affordable prices, Kamrunnahar often found herself struggling to expand her market reach and connect with the corporate sector.



The [World Bank Bangladesh's](#) We-Fi project supports women like Kamrunnahar with capacity development training to help them run their businesses better and succeed locally and internationally. Through this project, Kamrunnahar began using the SMEF mobile app and website. Now, she can sell her products directly to corporations.



Innovision Consulting, in partnership with the [World Bank Bangladesh](#) and the [SME Foundation](#), helps women-led small and medium-sized enterprises (SMEs) join local and international markets. We improve the SMEF Suppliers Platform for Women Entrepreneurs, raise awareness about the platform and important issues, and connect corporations with women entrepreneurs. We also train these women to improve their business skills and support them in entering corporate supply chains using the Corporate Connect website and the SMEF mobile app.