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**COMPILATION OF AVAILABLE SECONDARY SOURCES OF  
INFORMATION ON ECONOMIC AND DEMOGRAPHIC  
INDICATOR OF BANGLADESH**

**REPORT ON INTERNSHIP**  
**COMPILATION OF AVAILABLE SECONDARY SOURCES OF**  
**INFORMATION ON ECONOMIC AND DEMOGRAPHIC**  
**INDICATOR OF BANGLADESH**  
**AT**  
**LEVER BROTHERS BANGLADESH LIMITED (LBBL)**

**Prepared for submission to: -**

**Lever Brothers Bangladesh Limited (LBBL)**  
**&**  
**East West University**

**Prepared by-**

**Afsana Husain**

**Submitted on September 26, 2004.**

This study titled Internship program in Lever Brothers Bangladesh Limited (LBBL). It is a part of study to complete Bachelor of Business Administration degree. My internship at Lever Brothers Bangladesh Limited (LBBL) in order to acquaint myself in the practical works of consumer & market insight department and as well as provide possible support to Lever Brothers Bangladesh Limited (LBBL) in the relevant field.

Lever Brothers Bangladesh Limited (LBBL), subsidiary of Unilever, is leading home care, personal care and food product market of Bangladesh. On 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.

The report is based on ‘Compilation of available secondary sources of information on Economic & Demographic indicators of Bangladesh’ which will help LBBL for their further research on market and consumer of Bangladesh.

## Acknowledgement

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This program titled “Internship Report” in Lever Brothers Bangladesh Limited is an outcome of sincere initiative and possible attitude on the part of East West University authority and Lever Brothers Bangladesh Limited (LBBL) I therefore express our profound gratitude to respective authority of various field.

I have profound grateful to Mr. Golam Ahmed Faruqui and Mr.Enamul Haque, Lecturer of East West University for their support and coordination.

I am grateful to Ms.Shamarukh Fakruddin (CMI Manager), Mr.M.Abu Abdullah (HR Director) and Mr.SK.Md.Parvez Sarwar (Asst.CMI Manager) of Lever Brothers Bangladesh Limited who provided all possible help to me for performing my duties.

i also like to convey thanks to Mr.Abdur Rashid Shikdar (Deputy Director General, BBS) who have provided various important information for this report.

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September 26,2004

Mr.Golam Ahmed Faruqui  
Lecturer  
Business Administration  
East West University  
43 Mohakhali  
Dhaka

Dear Sir

I am glad to submit you the intern report on “ Compilation of available secondary sources of information on Economic & Demographic indicators of Bangladesh” as a part of the requirement for the internship process.

I have acquired useful practical knowledge of the real world through the internship. I have tried my best to present a clear and accurate picture of the secondary information on Economic & Demographic indicators of Bangladesh.

I strongly believe that involvement in a process like this will help me to enhance my knowledge. It will be a pleasure for me if I can provide any further clarification on this intern report.

Thank you.

Yours sincerely

*Afsana Husain*

Afsana Husain

ID: 2000-3-10-047

## Executive Summary

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As per regular curriculum of BBA degree we do internship program. To be a Business Graduate it is necessary to qualify & attending the program entitled “Internship program”, I have prepared this report titled “Internship Report”, project of Consumer & Market Insight Department at Lever Brothers Bangladesh Limited (LBBL).

According to the project ‘Compilation of available secondary sources of information on Economic & Demographic indicators of Bangladesh’ I have to collect data from various sources, which will be helpful for the business perspective of Lever Brothers Bangladesh Limited (LBBL).

Lever Brothers Bangladesh Limited is a part of a multi-local multinational company that deals with a large number of brands. To trigger interest among its regular consumers, company needs to focus on consumer and market research. CMI department deals with consumer and market research. To know their consumer & market in a more apparent & effective way, they need secondary information available on economic & demographic indicator of Bangladesh. GDP, PCI, PCC, PPP, Literacy Rate, Poverty, Occupation, Media Habit, Electrification, Living Standard, all these indicators has been analyzed considering Population, Household characteristics.

In the fiercely competitive world today, it is very important for a company to have the knowledge of its market. All of the findings from my work will help us gain a better understanding of the people and development of the country. Hopefully it will also contribute to Lever Brothers by helping it devise better and more effective tools for its brands.



## 1.1 HISTORICAL BACKGROUND

Unilever has a rich and colorful history spanning more than 70 years. Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

William Hesketh Lever founded lever Brothers in 1885. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever NV and Unilever PLC are the parent companies of what is today one of the largest consumer goods businesses in the world. Since 1930, the two companies have operated as one, linked by a series of agreements and shareholders that participate in the prosperity of the whole business. Unilever's corporate centers are London and Rotterdam.

Lever Brothers Bangladesh Ltd. as a subsidiary of Unilever is leading the home care, personal care and food product market of Bangladesh. On 25th February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. After independence the eastern plant was declared abandoned. But on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.



## 1.2 UNILEVER'S CORPORATE PURPOSE:

Unilever's purpose is to meet the everyday needs of people everywhere. To anticipate the aspirations of their consumers and customers and to respond creatively and competitively with branded products and services, which raise the quality of life.

## 1.3 MISSION

Lever Brothers Bangladesh Limited does not have a specified mission or vision as such. However, from the corporate purpose it can be found out that the actual mission of LBBL is:

*“Continuous effort to meet the everyday needs of people everywhere”*

*and*

*“Sustainable profitable growth”*

## 1.4 GOALS:

The goals of LBBL are:

- ❑ To manufacture high-standard products.
- ❑ Promoting products to the highest extent
- ❑ Producing large volume to achieve production cost economies.
- ❑ Enabling quality products to be sold out at obtainable prices.

## Background of Lever Brothers Bangladesh Ltd.

## LOCATION:

**Registered Office:**

Lever Brothers Bangladesh Limited  
51 Kalurghat Heavy Industrial Area  
P. O. Box # 125  
Chittagong – 4000  
Bangladesh

**Corporate Office:**

Lever Brothers Bangladesh Limited  
ZN Tower (Rear Block)  
Plot # 2, SW (1), Road # 8  
Gulshan – 1, Dhaka – 12  
Bangladesh

## 2.1 Mission of Lever Brothers Bangladesh Ltd.

*“Continuous effort to meet the everyday needs of people everywhere in  
Bangladesh”*

*&*

*“Sustainable profitable growth”*

Lever Brothers’ purpose is to meet the everyday needs of people everywhere in Bangladesh - to anticipate the aspirations of their consumers and customers and to respond creatively and competitively with branded products and services which raise the quality of life.

Lever Brothers believe that their deep roots in local cultures and markets around the world are their unparalleled inheritance and the foundation of their future growth. They bring their wealth of knowledge and international expertise to the service of local customers – a truly multi-local multinational.

They believe that their long-term success requires a total commitment to exceptional standards of performance and productivity, to working together effectively and to a willingness to embrace new ideas and learn continuously.

They believe that to succeed requires the highest standards of corporate behavior towards their employees, consumers and the societies and world in which we live.

This is Lever Brothers' road to sustainable profitable growth for their business and long-term value creation for their shareholders and employees.

## 2.2 Goals of Lever Brothers Bangladesh Ltd.

The goals of LBBL are:

1. To manufacture high-standard products.
2. To promote their products to the highest extent
3. To produce in large volume to achieve economies of scale.
4. To sell quality products at obtainable prices so as to be within the reach of the masses.

## 2.3 Existing brands of Lever Brothers Bangladesh Ltd.

- Wheel : “Cleans with care”
- Surf Excel : “Tough on stains, but soft on your clothes”
- Vim : “Cleans to a sparkle”
- Lux : “The beauty soap of stars around the world”
- Life Buoy : “The health champion”
- Fair & Lovely : “Gives fairness that lights up your life”
- Pond’s : “Gives beauty you can trust upon”
- The Sun Silk Shampoo : “The hair expert”
- All Clear Shampoo : “Cool confidence with dandruff free hair”
- Clinic Plus Shampoo : “Fall in love with healthy hair”
- Close-up Toothpaste : “Feel fresh with Close-up confidence”
- Pepsodent Toothpaste : “Your dentist at home”
- Lipton Yellow Label : “Finest tea blend, quality no. 1”
- Lipton Taaza : “Adds freshness to your life”

### 3.1 Background of the report

Lever Brothers Bangladesh Limited is a multinational company operating successfully in Bangladesh since 1964. They are the market leader with all of its brands. Their purpose is to meet the everyday needs of people everywhere.

Lever Brothers believe that success requires the highest standards of corporate behavior towards the employees, consumers and the society. Different department are working hard to achieve the highest standards of corporate behavior and to produce the highest quality product.

Consumer and Market Insight is one of the departments, which deal with consumer and market of Bangladesh. Compilation of the existing secondary sources of information on basic Demographic & Economic indicators of Bangladesh for a period of last five years need to be collated which would useful from the business perspective of LBBL to know their consumer and market in a more efficient way.

### 3.2 Objective

To collect available secondary sources of information on basic demographic and economic indicators of Bangladesh, which can be useful for, “**Lever Brothers Bangladesh Limited**” considering their business perspective.

- To ensure availability of accurate data for consumer and market research.
- To Collate information on GDP (Gross Domestic Product), PPP (Purchase Power Parity), PCI (Per Capita Income), Media Habit, Electrification, Poverty level, Literacy rate, Occupation, Living standard.

- To provide the statistical data of last five years on demographic and economic indicators of Bangladesh which will be useful for market analysis.
- To provide the information in a user-friendly readable format which can be useful from the business perspective of lever brothers Bangladesh limited.

The secondary objective is to meet a partial requirement for the BBA degree.

### 3.3 Scope

This report is prepared as a part of the Internship program required for the Bachelor of Business Administration degree. Lever Brothers Bangladesh Ltd. manufactures and markets a wide array of consumer products in Bangladesh. In order to market its products, the company must have the knowledge about the consumer and the market of Bangladesh. That is why LBBL compiles available secondary sources of information on Economic & Demographic indicators of Bangladesh to know the market condition in a more effective way. Different sources have been used to find out the information. But the most useful sources are Bangladesh bureau of Statistics and World.

### 3.4 Methodology:

This report contains information that was collected only from different sources. The sources include the Web sites, books from Bangladesh Bureau of Statistics.

- According to the project, different sources have been identified to collect data to fulfil the objective of the project.
- The second week has been spent by browsing different web sites to collect data & information.
- After getting information from websites, weekly plan had been followed according to the project proposal to get remaining data.



- From different data sources (BBS, World Bank library, Proshika, Grameen Bank, BRAC, PDB, Dhaka University Library, BBS Library, Bangladesh Bank, Agrani Bank) data has been collected.
- Data had been put in Excel sheet & MS word on weekly basis.
- After completing data collection & data input, data analysis was done.
- Finally, the project report has been presented to the LBBL format.

### **3.5 Limitation:**

Time constraint was one of the limitations faced while preparing the report and lack of available information is another major limitation. Though the sources have information but people are not helpful and didn't want to provide necessary information.

# **POPULATION OF BANGLADESH**

To measure any demographic or economic or any other indicator, it is very important to know the population number. Without the accurate population number, it is impossible to measure any other factor or indicator. Through the population number, the other indicators can give the right result. To know literacy rate, per capita income, per capita consumption, media habit, electricity supply etc. for all these factors, population works as the key component.

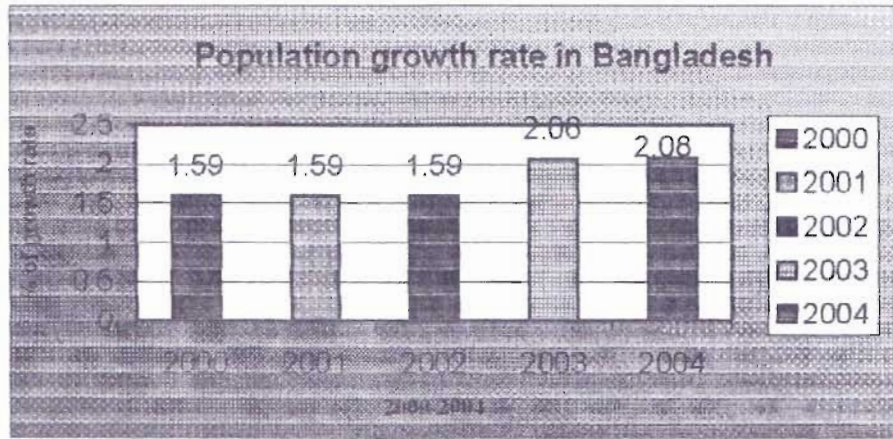
### Population change during 1991-2001

Sex	2001			1991			% Change		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Both sex	123.85	28.6	95.25	106.32	20.87	85.44	16.49	37.04	11.48
Male	63.89	15.43	48.46	54.73	11.3	43.43	16.74	36.55	11.58
Female	59.56	13.17	46.79	51.59	9.57	42.01	16.22	37.62	11.38

Source: Population census 2001.

In 1991, the total population (census 1991) of the country was 106,314,992 of which urban population was 20,872,204 and rural population was 85,442,788. The composition of urban and rural population in 1991 was 19.6% and 80.4% respectively.

The increase of population in the last ten years was 16.49%. On the other hand, the increase of urban population was 37.04% and rural was 11.48%. The rate of increase of urban population was more than three times than that of the rural population. The increase of female population in the urban area was higher than that of male. The increase of male population in the urban area was 36.55% compared to 37.62% for the female.



Source: CIA world book

Population growth rate was alarming since the last ten years in our country. It was 2.08% in 2004, 2.06% in 2003. On an average it was 1.59% from 2000-2002

	2001	1991
DHAKA	31.4	30.5
CHITTAGONG	19.48	19.47
RAJSHAHI	24.35	24.71
KHULNA	11.74	11.9
SYLHET	6.41	6.42
BARISAL	6.58	6.97

Source: Statistical yearbook of 1991 & 2001

The table provides information about the population of Bangladesh of 1991 & 2001. Population of Dhaka division is highest during both the period. Rajshahi division is in the second position but it has not increased like Dhaka division. Population in Dhaka and Chittagong division has increased. But the others remain almost same or decreased between 1991 & 2001.

# HOUSEHOLD

Household and housing characteristics are an important element in analyzing socio economic characteristics of population. The socio economic development of a country has direct bearing on the housing condition of people and composition of household. Person or persons related or unrelated, living together and taking food from the same kitchen is considered as a household.

The households have been classified into three categories namely dwelling households, institutional households and other type of households. The dwelling households were more than 98% in the total households in 2001.

**Household by type 1991-2001**

Year	Residence	Dwelling unit				Institutional	Other
		Total	Owned	Rented	Rent free		
2001	National	98.19	84.86	9.39	3.95	.61	1.2
	Urban	94.58	53.05	36.69	4.84	1.49	3.92
	Rural	99.28	94.43	1.17	3.69	.34	.38
1991	National	98.05	86.27	6.54	5.25	.4	1.55
	Urban	93.58	56.98	30.54	6.14	1.09	5.33
	Rural	99.14	93.37	.74	5.03	.23	.63

Source: Population census 2001

There are rural urban variations in the type of household. For the rural areas, dwelling household was around 99% whereas for the urban area such percentages were around 93.6% in 1991 and 94.6% in 2001. as regards institutional households, the percentage of such households was .23% in 1991 and .34% in 2001 census in the rural area as against 1.09% and 1.49% in 1991 and 2001.

The proportion of rented households is increasing over the years and the percentage of rent-free households is decreasing both in rural and urban areas. In 1991, the owner occupied urban and rural households were 56.98% & 93.37% and in 2001, it was 53.05% & 94.93%.



### Households by locality 1991-2001

Locality	2001		1991	
	Number	Percentage	Number	Percentage
<b>Bangladesh</b>	<b>25307600</b>	<b>100.0</b>	<b>19397992</b>	<b>100.0</b>
<b>Urban</b>	<b>5855040</b>	<b>23.1</b>	<b>3789338</b>	<b>19.5</b>
<b>Rural</b>	<b>19452560</b>	<b>76.9</b>	<b>15608654</b>	<b>80.5</b>

Source: population census 2001

It is observed from the table that the total number of households in 2001 was 25.3 million at the aggregate level of which 19.4 million were in the rural area and only 5.9 million were in the urban area. The above scenario of households by locality indicates that in the last ten years an additional six million new households were added to the households of the country.

### Dwelling households by Division 1991-2001

Locality	1991		2001		Percent Increase 1991-2001
	Number	Percent	Number	Percent	
<b>Bangladesh</b>	<b>19020489</b>	<b>100</b>	<b>24850280</b>	<b>100</b>	<b>30.7</b>
<b>Dhaka</b>	<b>5955665</b>	<b>31.3</b>	<b>7962340</b>	<b>32.0</b>	<b>33.7</b>
<b>Chittagong</b>	<b>3418961</b>	<b>18</b>	<b>4314540</b>	<b>17.4</b>	<b>26.2</b>
<b>Rajshahi</b>	<b>4880028</b>	<b>25.6</b>	<b>6544340</b>	<b>26.3</b>	<b>34.1</b>
<b>Khulna</b>	<b>2288027</b>	<b>12</b>	<b>3060460</b>	<b>12.3</b>	<b>33.8</b>
<b>Barisal</b>	<b>1362179</b>	<b>7.2</b>	<b>1614220</b>	<b>6.5</b>	<b>18.5</b>
<b>Sylhet</b>	<b>1115629</b>	<b>5.9</b>	<b>1354380</b>	<b>5.5</b>	<b>21.4</b>

Source: Population census 2001

Dwelling households are the residential household, which is the most common type of households in the country. 98% of households of our country belong to this category.

Dhaka division has the highest dwelling household among the six divisions and Chittagong is in the second position both in 1991 and 2001. Considering percentage increase in 1991 & 2001 Rajshahi division (34.1) is in first position and Khulna (33.8) is in second position. Barisal (18.5) has the lowest increase among the six divisions.

### Average size of household by locality 1991-2001

Locality	1991	2001
Bangladesh	5.5	4.9
Urban	5.5	4.8
Rural	5.5	4.9

Source: Population census 2001

Average size of households on the basis of dwelling households has been presented in the above table. The average size of households has been declined from 1991(5.5) to 2001(4.9). The decline in fertility in the recent years and disintegration of joint family households may be responsible for lowering the household size. The table shows that urban household size was lower than rural but previously rural households size was lower than urban.

### Size of Dwelling Household by Division 1991-2001

Division	1991	2001
Bangladesh	5.5	4.9
Dhaka	5.3	4.8
Chittagong	6.0	5.5
Rajshahi	5.3	4.6
Khulna	5.5	4.7
Barisal	5.4	5.0
Sylhet	6.1	5.7

Source: Population census 2001

It is found from the table that Sylhet and Chittagong division has the highest average size of household. Dhaka, Khulna and Rajshahi divisions have lower size of household.

### Dwelling Household by number of Persons 1991-2001

Person per Household	2001		1991	
	Household	Percent	Household	Percent
All groups	24850280	100.0	19020483	100.0
1 person	702380	2.8	477852	2.5
2 persons	2210160	8.9	1411930	7.4
3 persons	3993280	16.1	2421613	12.7
4 persons	5205700	21.0	3164239	16.6
5 persons	4645960	18.7	3233789	17.0
6 persons	3278720	13.2	2746566	14.4
7 persons	2032760	8.2	2019973	10.6
8 persons	1171440	4.7	1344665	7.1
9 persons	667200	2.7	840881	4.4
10 persons	942680	3.8	1358975	7.2

Source: Population census 2001

It is observed from the table that households by number of member have been changed over time. In 1991, single member household was 2.5% and it increased to 2.8% in 2001.

It is interesting that, the 2 to 5 member households are increasing and 6-9 person household members are decreasing over the time. This indicates that, extended and joint family household system is losing its position in the society and nuclear household systems are getting popularity in the society.

# **GDP OF BANGLADESH**

To measure the economic condition of a country, it is very important to know the GDP of a country. GDP measures the additional value of goods and services newly created in the economy. GDP is equal to the value of all goods and services produced in the economy less the value of all goods and services used in the production processes. GDP means total of all products in an economy. Since diverse products cannot be added up directly, the use of common denominator, money is necessary. Therefore, GDP can be defined as the money value of all the final goods and services produced within a country in a year less the intermediate consumption.

It is very important for any company to be aware of the economic condition of a country. Here, GDP of five years has been presented to know the ultimate situation of Bangladesh. Divisional GDP has also been given to know the clear and accurate scenario of GDP.

Bangladesh is a semitropical reverie nation with fertile soil and a high vulnerability to floods and cyclones. Most Bangladeshis live in rural areas and make their living from agriculture. Bangladesh has been one of the world's poorest countries, although agricultural output has increased steadily over the nation's 28-year history since independence, and the country is nearly self-sufficient in food during normal years. The country historically has received annually the equivalent of close to 6% of GDP in foreign assistance disbursements, although this figure has declined to around 4% in recent years.

**Agriculture:** Agriculture accounts for about 30% of GDP, down from 40% in the eighties, and is the primary occupation of about 70% of the population, mostly farmers or rural laborers.

**Industry:** Industry (manufacturing, construction, power, and utilities) accounts for about 20% of Bangladesh's real GDP. The state owns 40% of industrial capacity, primarily in jute, textile milling, steel, and chemicals.



**Growth rate of Gross divisional product by Constant market price  
Dhaka**

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	3.82	1.73	10.12	8.62	-1.81
Fishing	12.78	7.58	11.38	-1.32	.65
Mining and quarrying	7.59	8.60	.75	1.85	1.32
Manufacturing	8.76	3.51	4.62	3.95	3.60
Electricity, Gas and Water supply	2.41	3.78	2.01	2.16	2.31
Construction	9.48	8.92	8.48	8.53	8.41
Wholesale and Retail Trade	6.84	3.79	7.24	6.88	6.96
Hotel and Restaurants	6.49	6.65	6.94	6.95	6.97
Transport, Storage and Communication	5.89	6.44	6.58	6.32	5.95
Financial intermediations	5.76	5.94	5.99	5.62	5.70
Real estate, Renting and Business activities	4.22	4.22	4.19	5.01	4.93
Public administration and Defense	5.90	5.70	5.97	5.99	5.90
Education	7.69	7.14	6.89	7.01	7.25
Health and social works	4.59	4.79	4.87	4.93	4.54
Community, social and personal services	2.85	2.95	3.06	3.18	3.31
GDPof Dhaka	6.16	4.17	6.28	5.13	4.12

Estimated based on population census 2001

**Chittagong**

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	.54	4.74	5.31	5.22	1.98
Fishing	9.95	10.20	8.23	7.95	6.88
Mining and quarrying	2.61	-1.62	2.66	1.96	1.92
Manufacturing	8.64	3.14	4.87	4.88	4.84
Electricity, Gas and Water supply	3.05	9.86	10.70	8.11	8.16
Construction	9.48	8.92	8.48	8.55	8.53
Wholesale and Retail Trade	6.05	6.73	6.70	6.71	6.76
Hotel and Restaurants	6.50	6.65	6.94	6.97	6.97
Transport, Storage and Communication	6.58	5.15	5.90	5.92	5.94
Financial intermediations	5.56	5.35	5.54	5.54	5.43
Real estate, Renting and Business activities	3.22	3.23	3.23	3.24	3.28
Public administration and Defense	5.90	5.70	5.97	5.99	4.93
Education	7.56	6.87	7.05	7.15	7.15
Health and social works	4.48	4.58	4.84	5.67	5.62
Community, social and personal services	2.85	2.95	3.06	3.11	3.09
GDP of Chittagong	5.43	5.21	5.65	5.85	4.43



## Khulna

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	1.67	4.03	6.73	1.47	3.17
Fishing	7.34	11.26	6.84	3.14	1.28
Mining and quarrying	6.04	5.15	2.90	1.55	1.47
Manufacturing	8.24	2.56	5.16	4.14	4.94
Electricity, Gas and Water supply	1.24	7.82	11.43	9.3	8.57
Construction	9.48	8.92	8.48	8.33	4.57
Wholesale and Retail Trade	5.34	8.78	7.55	7.67	8.10
Hotel and Restaurants	6.49	6.65	6.94	6.25	6.54
Transport, Storage and Communication	5.49	4.81	5.26	5.22	5.25
Financial intermediations	4.99	5.16	5.31	5.23	5.41
Real estate, Renting and Business activities	3.22	3.22	3.23	3.11	3.24
Public administration and Defense	5.90	5.70	5.97	5.77	5.47
Education	8.25	7.98	7.61	7.56	7.95
Health and social works	4.59	4.57	4.78	4.67	4.87
Community, social and personal services	2.85	2.95	3.06	3.01	3.05
<b>GDP of khulna</b>	4.76	5.49	6.04	5.22	4.63

## Rajshahi

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	3.77	4.51	5.98	5.94	5.31
Fishing	9.26	9.24	9.52	9.44	8.57
Mining and quarrying	13.02	10.98	5.20	1.47	1.32
Manufacturing	7.54	2.37	4.82	3.21	4.11
Electricity, Gas and Water supply	1.55	8.06	11.05	5.65	7.45
Construction	9.48	8.92	8.48	8.14	8.42
Wholesale and Retail Trade	6.14	9.69	7.69	7.56	7.87
Hotel and Restaurants	6.50	6.65	6.94	6.85	6.64
Transport, Storage and Communication	5.48	6.35	6.18	6.10	5.47
Financial intermediations	4.31	4.57	4.66	4.55	4.59
Real estate, Renting and Business activities	4.41	4.46	4.53	4.51	4.56
Public administration and Defense	5.90	5.70	5.97	5.62	5.93
Education	8.54	8.53	9.43	9.10	8.57
Health and social works	4.63	4.44	4.70	4.25	4.51
Community, social and personal services	2.85	2.95	3.06	3.01	3.05
<b>GDP of Rajshahi</b>	5.37	5.71	6.18	5.75	4.72

## Sylhet

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	1.71	.83	3.49	1.99	2.01
Fishing	7.75	9.99	10.70	5.65	3.01
Mining and quarrying	9.60	.79	27.30	14.01	12.0
Manufacturing	8.38	2.26	5.49	4.36	4.44
Electricity, Gas and Water supply	.64	5.89	11.52	9.87	6.85
Construction	9.48	8.92	8.48	8.33	8.45
Wholesale and Retail Trade	5.19	7.63	6.76	5.14	6.01
Hotel and Restaurants	6.50	6.65	6.94	6.95	6.84
Transport, Storage and Communication	2.69	5.01	5.43	5.31	5.35
Financial intermediations	4.07	4.35	4.48	4.47	4.35
Real estate, Renting and Business activities	2.65	2.67	2.75	2.78	2.98
Public administration and Defense	5.90	5.70	5.97	5.98	5.75
Education	6.98	7.08	5.40	5.35	6.1
Health and social works	4.70	4.40	4.70	4.60	4.60
Community, social and personal services	2.85	2.95	3.06	3.03	3.02
<b>GDP of Sylhet</b>	4.47	3.97	6.46	5.31	4.32

## Barisal

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	-1.68	5.27	6.70	5.66	5.54
Fishing	5.92	11.79	7.99	5.01	2.1
Mining and quarrying	2.87	-.75	2.57	1.54	.95
Manufacturing	8.50	2.99	4.91	3.77	4.54
Electricity, Gas and Water supply	1.76	8.70	10.65	2.33	5.41
Construction	9.48	8.92	8.47	8.55	8.47
Wholesale and Retail Trade	4.11	8.50	7.37	6.92	7.41
Hotel and Restaurants	6.50	6.62	6.91	6.92	6.75
Transport, Storage and Communication	5.82	5.33	5.54	5.35	5.44
Financial intermediations	5.17	5.04	5.24	5.14	5.08
Real estate, Renting and Business activities	3.01	3.03	3.05	3.06	3.04
Public administration and Defense	5.90	5.74	5.95	4.99	5.10
Education	8.59	7.63	7.53	7.65	7.75
Health and social works	4.55	4.55	4.81	4.57	4.56
Community, social and personal services	2.88	2.94	3.07	3.01	3.05
<b>GDP of Barisal</b>	4.07	5.88	6.01	5.41	4.21

**Sectoral Growth rate of GDP at constant prices by major Economic sector  
1997-2002  
Base year 1995-96**

Sectors	97-98	98-99	99-00	00-01	01-02
Agriculture and forestry	1.64	3.24	6.92	5.53	-6.62
Fishing	8.98	9.96	8.87	-4.53	2.22
Mining and quarrying	5.76	1.32	9.48	9.75	4.53
Manufacturing	8.54	3.19	4.76	6.68	5.48
Electricity, Gas and Water supply	2.01	6.00	6.78	7.40	7.63
Construction	9.48	8.92	8.48	8.65	8.61
Wholesale and Retail Trade	5.98	6.51	7.30	6.43	6.59
Hotel and Restaurants	6.50	6.65	6.94	7.00	6.92
Transport, Storage and Communication	5.69	5.90	6.08	7.92	6.56
Financial intermediations	5.27	5.40	5.50	5.54	6.70
Real estate, Renting and Business activities	3.80	3.82	3.83	5.41	3.42
Public administration and Defense	5.90	5.70	5.97	5.88	5.92
Education	8.10	7.70	7.74	7.11	7.58
Health and social works	4.59	4.60	4.80	4.92	5.30
Community, social and personal services	2.85	2.95	3.06	3.15	3.24
<b>GDP at constant price</b>	<b>5.34</b>	<b>4.99</b>	<b>6.14</b>	<b>5.41</b>	<b>4.36</b>

National Income section, BBS

Agriculture, industry and service are the three major sectors of Gross domestic product. It has been found from the above information that GDP of Bangladesh was in good position in 1999-2000 year (6.14). It had started declining in 2000-2001. Agriculture sector indicates a negative value in the GDP in 2001-2002. Barisal and Rajshahi division had a major contribution in the GDP in 2002. Dhaka division had the worst performance in that period. GDP growth was good in Dhaka division in the year of 1998-2000. In the recent years "Education" had a major contribution in the economy in all the six division. "Service" sector had an average contribution in the GDP from the last few years. "Construction" from the industry sector is increasing its contribution in the last three years in Dhaka and Chittagong division. Agriculture and fishing sector is lower than previous GDP. Agriculture sector is not doing well. It is the major occupation of 70% people of our country. As 30%-40% contribution

of GDP is depends on the agriculture sector, it will have a great impact in the economy of Bangladesh.

In the year 2001-02, the major contribution in the GDP was from Dhaka division, which is of 29.5% from the total GDP. Then Rajshahi division with 22.7% and Chittagong division with 18.3% contribution in the GDP of 2001-02.

**PER CAPITA INCOME**  
**PER CAPITA CONSUMPTION**  
**PURCHASE POWER PARITY**



PER CAPITA INCOME

ITEM	1998	1999	2000	2001	2002
GDP at constant price	5.34	4.99	6.14	5.41	4.36
GDP (mill. TK)	1934291	2049276	2157353	2252609	2372585
Population (mill.)	126.3	128.1	129.9	131.6	133.4
Per capita income (In TK)	15317	16000	16613	17112	17784
GDP per Capita (\$, current)	348	357	363	364	361

Source: [www.adb.org](http://www.adb.org)

**Purchase power parity 1999-2002**

	1999	2000	2001	2002
GDP: PPP (US \$) billion	187	203	215	239
PPP Per capita (US \$) billion	1470	1570	1620	1700

Source: [www.oufo.org](http://www.oufo.org) (World GDP)  
[www.adb.org](http://www.adb.org) (Bangladesh economy)

**Per Capita Consumption**

ITEM	1998	1999	2000	2001	2002
Consumption (billion taka)	1653	1808	1947	2079	2236
Private (billion taka)	1559	1707	1839	1965	2099
Government (billion taka)	95	101	108	114	137
Consumption (% of GDP)	82.6	82.3	82.1	82.0	82.3
Private (% of GDP)	77.9	77.7	77.5	77.5	77.3
Government (% of GDP)	4.7	4.6	4.6	4.5	5.0



# LITERACY RATE

## Literacy Rate

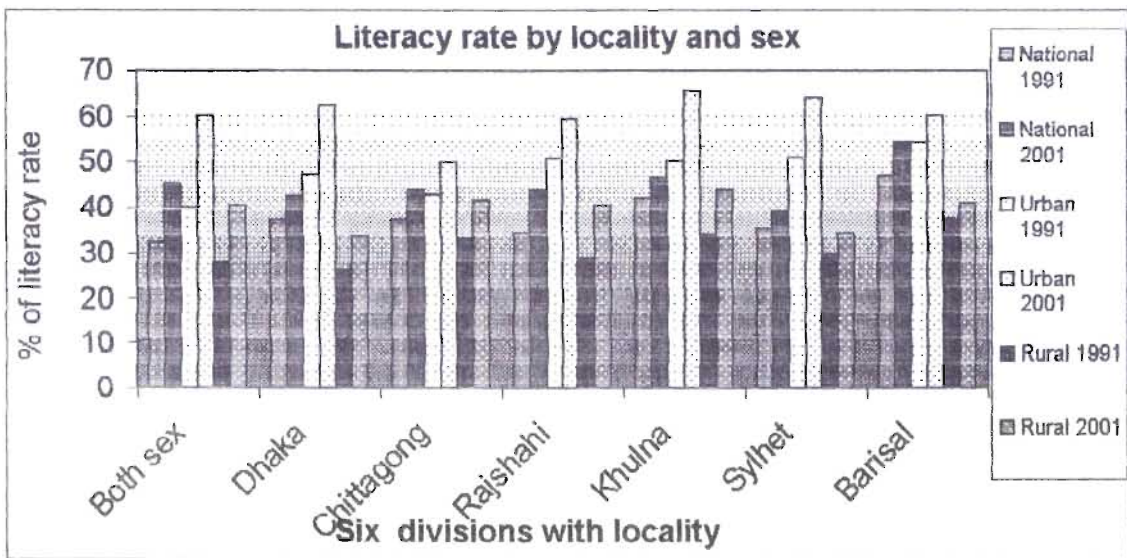
Literacy rate is another indicator used for the development of a country. Higher literacy rate indicates higher level of development. So the data on literacy level is used for socio economic purpose in a country.

Literacy rate of population 7 years and over has been defined by the ratio of population 7 years and over, (who can write a letter) to the total population in the age group expressed in percentage. The literacy rate obtained from BRAC has been presented in the following table:

Division	National		Urban		Rural	
	1991	2001	1991	2001	1991	2001
Both sex	32.4	45.32	40.0	60.25	27.9	40.59
Dhaka	37.19	42.5	47.36	62.5	26.2	33.5
Chittagong	37.14	43.8	42.9	49.8	33.1	41.7
Rajshahi	34.4	43.68	50.7	59.5	29.1	40.4
Khulna	42.1	46.52	50.2	65.6	34.1	43.7
Sylhet	35.43	39.18	51	64.2	29.68	34.5
Barisal	47.1	54.4	54.32	60.2	37.54	40.91
Male	40.2	49.5	46.8	64.9	27.9	45.50
Dhaka	41.7	48.1	46.7	64.5	32.58	37.74
Chittagong	39.6	47.4	43.5	53.4	31.23	46.20
Rajshahi	40.4	48.9	46.7	65.3	34.21	46.35
Khulna	44.3	51.7	51	69.5	32.5	48.61
Sylhet	35.21	43.2	51.5	64.6	33.5	39.19
Barisal	51.6	61.7	55.35	72.2	45.5	60.7
Female	25.5	40.1	32.2	55.3	21.5	36.1
Dhaka	32.65	39.5	44.76	57.8	23.45	30.0
Chittagong	30.25	38.8	43.66	45.9	20.2	37.4
Rajshahi	32.2	36.7	45.6	53.3	25.3	34.3
Khulna	32.5	42.1	46.35	61.7	27.29	38.4
Sylhet	30.45	34.65	46.5	53.5	27.5	32.5
Barisal	43.6	55.4	53.8	65.6	40.5	54.4

Source: BRAC

Here, literacy rate of Bangladesh of the last ten years has been given. According to locality and sex, the literacy rate is giving the clear picture of the whole country. The data are giving the urban rural variation and also the gender variation through literacy rate among the whole country. In 1991 the literacy rate was 32.4 % and in year 2001 it has increase to 45.32%. The dramatic improvement can be seen in the female literacy rate. In 1991 it was 25.5 and in year 2001 it is gone up to 40.1%.



Among the six divisions, Barisal division has the highest literacy rate, which was 47.1% in 1991 and in year 2001 it was 54.4%. The male and female literacy rate is also high in this division. The second highest literacy rate was seen in Khulna division. It has been found from the data that, the percentage of increasing literacy rate is higher among the female, which is 57.25% from the year 1991 to 2001, whereas among the male it is 23% in the same time period. Khulna and Sylhet division has the lowest growth in literacy rate, which is 10.49 and 10 percent respectively.

Though the literacy rate is highest in Barisal division but the growth rate of literacy is highest in Rajshahi (26.97%) and Chittagong (17%). The growth rates of other divisions in literacy are Barisal (15.4%) and Dhaka (14%).

### Urban rural variation

The literacy level has increased remarkably both in 1991 and 2001 censuses. Literacy rate for persons of all ages by sex 1991-2001 is also presented below:

#### Literacy rate of persons of all ages by sex and locality 1991-2001

Gender	1991	2001
Urban		
Both sex	40.3	51.2
Male	46.2	55.4
Female	33.3	46.3
Rural		
Both sex	21.2	32.7
Male	25.8	35.5
Female	16.3	29.7

The table shows the literacy rate of all ages during 1991-2001. In 1991, the literacy rate was 40.3% in the urban area. It has increased by 27% in 2001. On the other hand, literacy rate was 21.2% in rural area in 1991. It has increased by 54% in 2001 in the rural area. Female literacy had an excellent growth of 80% from 1991 to 2001 in the rural area. It bears a great achievement in this sector.

#### Literacy rate of population 7 years and above by sex

Year	Both sex	Male	Female
1991	32.40	38.90	25.45
2001	45.32	49.56	40.83

This rate has been defined as the ratio between the literate persons of ages 7 years and above, to the total population of the same age group expressed in percentage. These rates for both sexes were 32.40 in 1991 and 45.32 in 2001, which is slightly higher than the rate calculated for population of all ages. The rate has increased by 12.92 percent point in 2001 as compared to 1991. For male the rate is almost stagnant up to 1991 but has increased by 10.66 percent point in 2001. For female an increasing trend is observed for 1991 (25.45%) and 2001 (40.83%), literacy rate of population 7 years and above.

**Literacy rate of Population of 7 years and above by age group  
1991 & 2001  
Bangladesh**

Age group	1991			2001		
	Percent of Total literate	Male literate % of total	Female literate % of total	Percent of Total literate	Male literate % of total	Female literate % of total
Total	32.4	38.9	25.5	45.32	49.56	40.83
7-9	7.2	7.4	7	11.92	11.50	12.38
10-14	39.8	40.2	39.3	56.16	53.62	59.03
15-19	48.7	53.3	43.9	68.33	68.49	68.14
20-24	40.6	50	32.5	58.47	65.44	52.87
25-29	35.8	44.2	28	48.40	55.50	42.47
30-34	34.8	43.7	25.5	43.37	50.16	36.77
35-39	34.9	44.8	23	41.52	48.32	33.98
40-44	30.9	42.5	17.6	39.94	48.15	29.81
45-49	29.9	41.8	15.7	40.89	50.27	28.58
50-54	25	36.8	11.8	35.26	45.99	22.48
55-59	26.6	38.5	11.4	36.37	47.76	22.13



The table shows the literacy rate of Bangladesh through male/ female ratio and age group. In the year 1991 & 2001, the highest literacy was seen in between the age group of 15-19 year. The second highest rate was shown in the age of 20-24 in 1991 & 2001. The lowest rate was in the age of 7-9 and 50-54 in both the year 1991 & 2001. Female literacy was highest in 2001 with 68.14%, which is near to the percent of total literacy rate in the age of 15-19. In this age, female literacy has increased by 55% in 2001 from 1991. the rate is increased by 27.4% among the male.

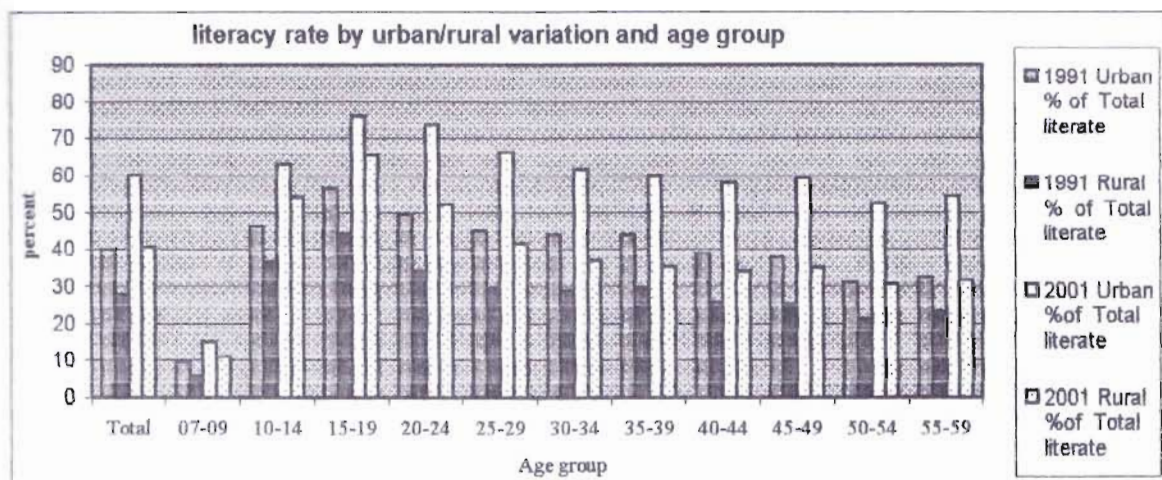
#### Literacy rate of Population of 7 years and above by age group

#### Urban

Age group	1991			2001		
	Percent of Total literate	Male literate % of total	Female literate % of total	Percent of Total literate	Male literate % of total	Female literate % of total
Total	40	46.8	32.2	60.25	64.86	54.77
7-9	9.6	9.8	9.3	14.98	14.50	15.51
10-14	46.5	46.5	46.5	63.17	62.11	64.35
15-19	56.6	60.2	52.8	76.31	77.40	75.11
20-24	49.5	58.4	41	73.77	79.28	68.19
25-29	44.9	53.9	35.8	66.51	73.20	59.37
30-34	43.7	53.3	32.4	61.88	68.50	53.93
35-39	43.8	54.2	29	59.99	66.70	51.14
40-44	39	51.1	21.9	57.90	65.50	46.26
45-49	37.9	50.4	20.2	59.42	68.07	45.63
50-54	31	44.2	14.7	52.53	63.17	36.87
55-59	32.7	46	14.3	54.63	65.60	37.91

Here, the literacy rate is highest in 2001 in the age group of 15-19 in urban locality. Female literacy is 75.11% in this locality in the same age group. In the urban area, the rate is lower in the age of 7-9 to 50-54. The rate is increased by 50% during 1991 to 2001. The rate is highest among the female group, which is about 70%. The second highest literacy rate in 2001 is in the age of 20-24. Among the male the rate is highest in the age of 20-24 and lowest in the age of 7-9 in 2001.





**Literacy rate of Population of 7 years and above by age group**

Rural

Age group	1991			2001		
	Percent of Total literate	Male literate % of total	Female literate % Of total	Percent of Total literate	Male literate % of total	Female literate % of total
Total	27.9	34	21.5	40.59	44.35	36.74
7-9	5.9	6.2	5.7	11.19	10.79	11.64
10-14	36.5	37	35.9	54.12	51.18	57.46
15-19	44.1	49.2	39	65.40	65.23	65.59
20-24	34.4	43.5	27	52.21	58.69	47.50
25-29	29.8	37.3	23.3	41.64	47.62	37.10
30-34	28.9	37	21.1	36.80	42.67	31.51
35-39	29.3	38.6	19	35.44	41.59	29.00
40-44	25.8	36.7	14.5	34.20	41.88	25.33
45-49	25.3	36.6	12.8	35.29	44.30	24.14
50-54	21.3	32.3	9.6	30.51	40.67	19.07
55-59	23	34.4	9	31.81	42.82	18.71

Here, literacy has been presented through rural locality. The rate is gone up by 46% from 1991 to 2001. The female literacy rate in rural area is increased by 70% in 2001. Female literacy is highest in the age of 15-19. Male literacy is also highest in the same age.

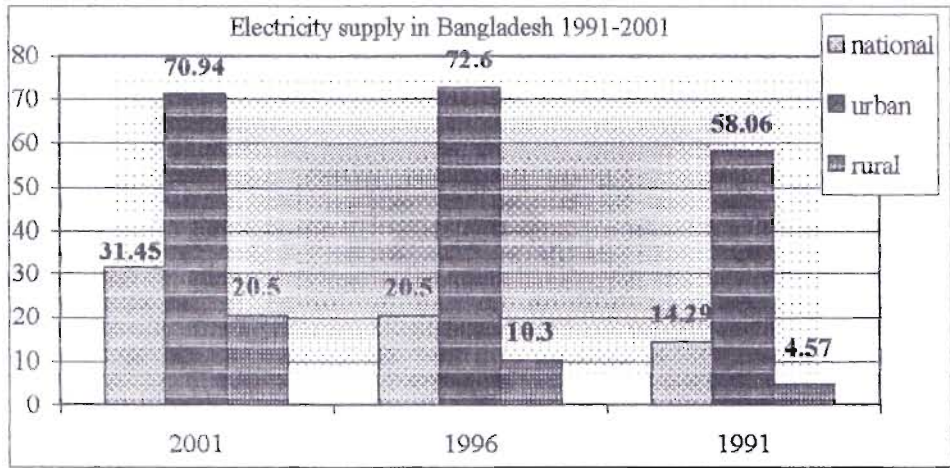
# **ELECTRIFICATION**

Electricity supply or electrification is one of the indicators of development of a country. Through this information companies can increase their promotion activities and market share. Electrification can provide information about the supply of electricity in different districts and divisions and through which the percentage of development is possible to find out. Literacy rate, media habit, living standard all these other indicators of development also depends on electrification.

### Electricity supply 1991 & 2001

Year	Residence	Electricity supply
	National	31.45
2001	Urban	70.94
	Rural	20.13
	National	20.5
1996	Urban	72.6
	Rural	10.3
	National	14.29
1991	Urban	58.06
	Rural	4.57

Source: Population Census 2001 & BBS library



The table is providing information about the electricity supply of Bangladesh. The table is providing data on national, urban and rural level. It is found that in 1991, the supply was 58.06% in urban area and in 2001 it goes up to 70.94%. It means, in urban areas 22% electric supply has been increased. But in rural area, it has increased by 120%, which is a large percentage of development. In 1996, electric supply in urban area was 72.6% but in 2001 it is below the previous percentage, which is 70.94%. The information about electrification directly indicates that rural areas are developing at a faster rate than earlier years.



### Percentage of households having electricity

Division	Total	Rural	Urban
Percentage of households having electricity 2000			
National	31.2	18.7	80.4
Dhaka	44.2	21.2	91.3
Chittagong	33.4	24.7	71.3
Rajshahi	19.0	13.8	58.6
Khulna	24.1	14.7	72.7
Barisal	19.8	15.2	66.0
Percentage of households having electricity 1995-96			
National	20.5	10.3	72.6
Dhaka	32.9	13.6	85.0
Chittagong	20.9	14.3	63.9
Rajshahi	9.1	4.5	51.0
Khulna	16.0	8.1	63.8
Barisal	12.7	10.4	51.0

Source: Household Income & Expenditure Survey 2000

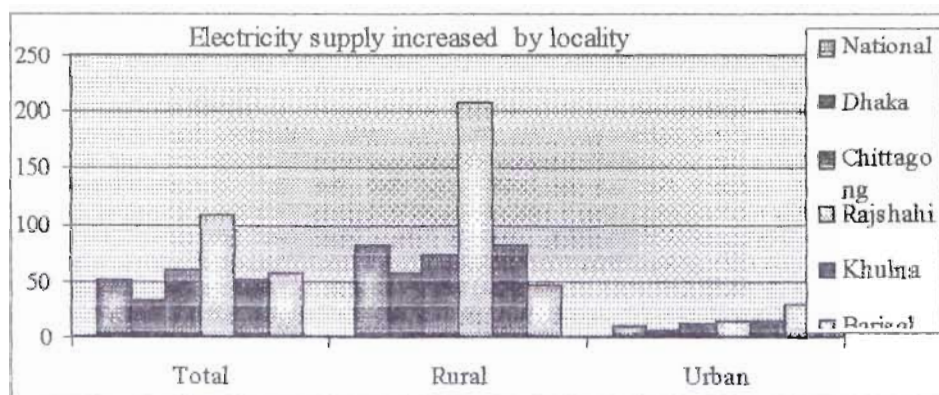
The highest electrification is in Dhaka urban area, which is about 91.3%. Previously it was 85%. The lowest is in Rajshahi rural (13.8%), previously it was 4.5%. It means that Rajshahi division is getting lowest electricity supply. Chittagong rural area is getting highest supply among the rural locality, which is about 24.7%. It has improved from 14.3% to 24.7% within five year of time period.

Electric supply increased (%) in five division from 1995-2000

	Total	Rural	Urban
National	52.1	81.5	10.74
Dhaka	34.34	55.88	7.41
Chittagong	59.8	72.72	11.58
Rajshahi	108.79	206.66	14.9
Khulna	50.62	81.48	13.94
Barisal	55.9	46.15	29.41

Source: BRAC

The table is indicating the increase of electric supply (by percentage) in Bangladesh during 1995-2000. Among the five divisions in that period, it is found that Rajshahi division got the highest facility. In the rural level, Rajshahi division has achieved a huge development as because it was the least develop division. In the urban areas, Barisal is the highest developed division. Chittagong division is getting slower development in urban areas. In the national level, rural area is growing at a faster rate by electrification.



A recent study on rural electrification has provided the following findings:

- ◆ 93.7% at the electrified households reported decrease in fuel cost.
- ◆ 78.2% households reported an increase on working house.
- ◆ 62.0 % reported an increase in household income
- ◆ 81% reported an increase in reading habits
- ◆ 93.7% reported an increase in children's study time.
- ◆ 92.0% reported an increase in amusement as well as standard of living.
- ◆ 94.7% reported an improvement in security.

Source: Report from Grameen Bank



Electrification is an indicator of development of a country. Electrification in rural areas has provided jobs to rural families/youths. Now rural people have better work-habits and an improved sense of discipline and social security, which came as a result of the assurances of basic amenities in life. One indicator of development can change the living pattern of many people. Literacy rate in the rural areas has increased significantly due to the expansion of electric supply. Poor workers can attend the night schools at the end of the day's business. Living pattern in rural areas have changed due to introduction of new consumer items and like Refrigerator, Television, Radio, Cassette Players, Fans etc. Villages are experiencing a kind of urbanization in the shape of civic amenities, regular education, sanitation and health care and enhanced economic activities. All these are possible due to the expansion of electric supply in rural areas of Bangladesh.

## **OCCUPATION**

Occupation is generally the acceptable means of income to fulfil the financial requirement. It can be defined as a means associated with the activities from which the individual earns livelihood.

#### Economically active population

People those are working or looking for work is known as economically active population.

It excludes disabled and retired persons, full time housewives and students. Person working less than 20 hours without pay in the family farm and not looking for employment is also not included in economically active population according to ILO Convention.

#### Household by main occupation 2000

Major occupation	National	Rural	Urban
Professional, technical & related workers	6.3	5.3	10.2
Administrative & managerial works	.6	.2	2.1
Clerical & related workers and Govt. Executives	10.3	7.8	19.8
Sales workers	12.9	10.3	23.4
Service workers	6.1	4.9	11.0
Agricultural, animal husbandar	49.2	59.1	10.1
Forestry and fisheries Production & related workers and transport workers	10.7	8.8	18.6
Head not in occupation	4.0	3.8	4.7
Total	100	100	100

source: Household income & expenditure survey 2000

The table shows that agriculture is the main occupation of about 49% head of household in the national level, followed by sales workers 13% and the rest comprises 38%. Production & transport workers and clerical & related workers are found to be dominant 55% and the rest is 38%. In the rural area 59% of the head of the household engaged in agriculture occupation

followed. Whereas in the urban area, sales workers is the main occupation of the head of the household 23% and the clerical & related workers 20%.

Economically active population by sex, 1991-2001

Year	(In Million)		
	Both sex	Male	Female
2001	34.20	30.10	4.10
1991	30.67	28.38	2.29

With the growth of population the size of economically active population is also increasing. The higher growth of economically active population is seen in 1991. In this period an increased of 28.8% growth has been made for economically active population while 22% growth in population increase is observed. A slow growth of economically active population is found during 1991-2001. In this period 11.5% growth of the same is observed. The high proportion could explain the slow rate of the labor force growth for young age population entering into education.

On the other hand rapid growth in female labor force has been observed. During 1991-2001 the percentage of female active population is 74.4% and 78.3% respectively.

### Economically active population by sex and major occupation groups 1991-2001

Year	Locality	Major occupation	
		Agriculture	Non-agriculture
		%	%
2001	Both sex	50.9	49.1
	Male	52.2	47.8
	Female	43.9	56.1
1996	Both sex	63.2	36.8
	Male	54.4	45.6
	Female	77.4	22.6
1991	Both sex	54.6	45.4
	Male	57.5	42.5
	Female	18.0	82.0

Source: Population Census 2001

Distribution of economically active population by sex and by major occupational groups has been furnished here. The table shows that the occupational burden in agriculture sector is shifting and coming down slowly. These have shifted and came down to 50.9% and 49.1% in 1991 and 2001 respectively, which bears a good effect on country's economic growth. In 1991, 54.6% active population was depending on agriculture. Then it increased to 63.2% in 1996. Again it has declined to 50.9% in 2001. Population had changed their occupation from agriculture to nonagricultural sector during 1991-2001. Female have changed their occupation, which was 22.6% in non-agricultural sector in 1996 to 56.1% in the same sector in 2001.



## Economically active population by division

(Percent)

Division	Bangladesh			Urban			Rural		
	Both Sex	Male	Female	Both Sex	Male	Female	Both Sex	Male	Female
<b>1995-96</b>									
Bangladesh	100	100	100	100	100	100	100	100	100
Dhaka	27.1	27.8	26.0	36.1	36.0	25.1	25.5	25.5	24.6
Chittagong	17.5	17.5	17.6	18.7	20.2	14.4	12.4	12.4	12.5
Rajshahi	24.4	24.2	24.8	16.5	16.4	16.7	26.2	26.4	26.9
Khulna	12.9	13.1	12.5	16.8	16.4	17.9	12.0	12.2	11.7
Sylhet	6.2	5.8	6.7	2.4	2.2	3.3	7.0	6.8	7.2
Barisal	11.9	11.6	12.4	9.5	8.6	11.8	12.4	12.4	12.5
<b>1999-2000</b>									
Bangladesh	100	100	100	100	100	100	100	100	100
Dhaka	31.2	30.4	34.1	41.3	40.8	42.9	27.9	27.5	29.7
Chittagong	18.2	18.9	16.5	23.9	16.9	23.8	16.8	17.5	14.1
Rajshahi	23.3	23.1	23.5	15.2	15.5	14.3	25.7	25.1	26.6
Khulna	12.5	12.4	14.1	14.1	14.1	14.3	12.1	11.6	14.1
Sylhet	5.4	5.6	4.7	.5	.6	.5	7.0	7.2	6.3
Barisal	9.4	9.6	7.1	5.4	5.6	4.8	10.5	11.2	7.8

Source: Labor force department, BBS

Economically active population has a link with the total occupation of a country. If the highest percentage of GDP is coming from one division, it doesn't mean that, the major percentage of active population lives in that division. It is possible that active population may shift their occupation and place of living. Here, In 1995-96, Dhaka division is leading with 27.1%. It means major percentage of active population lives in Dhaka division. It is increased to 31.2% in 2000.

Female percentage of active population was highest in the rural area of Rajshahi division in 1995-96. In 1999-2000, it is highest in the rural area of Dhaka division with 29.7%. In the rural area of Sylhet division, it is .5% in 1999-2000.



**% Distribution of employed persons 15 years and above by broad occupation  
1995-96 & 1999-2000**

Occupation	As % of total Employment					
	National		Urban		Rural	
	1995-96	1999-2000	1995-96	1999-2000	1995-96	1999-2000
Professional, Technical	3.3	4.1	7.2	6.7	2.5	3.4
Administrative & Mgt	.4	.5	1.6	2.2	.1	.1
Clerical workers	2.2	3.1	7.1	8.0	1.1	1.8
Sales workers	11.3	14.9	23.2	24.1	8.7	12.2
Service workers	3.5	5.6	9.1	9.2	2.3	4.6
Agriculture, forestry, fishing	63.8	51.0	19.1	12.2	73.6	62.0
Production & transport	15.5	20.8	32.7	37.9	11.7	15.9

Source: labor force department, BBS

Here, percentage of total employment in Bangladesh has been taken to measure the percentage of employed people in particular occupation. The major occupation in our country is agriculture. It has declined by 20% in the period of 1995-96 and 1999-2000. Production & transport occupation had a positive impact in the total employment in the same period. It has increased by 34% in 1999-2000. Sales workers and production & transport works are the two occupations, which have created a major change in the total employment.

Major Occupation	Both sex		Male		Female	
	As % of total popln	As % of total Employment	As % of total popln	As % of total employment	As % of total popln	As % of total employment
<b>1995-96</b>						
Total	44.8	100	40.8	100	11.2	100
Professional, Technical	1.2	3.3	1.2	2.6	.4	4.1
Administrative & Mgt	.1	.4	.1	.4	.00	.1
Clerical workers	1.2	2.2	1.5	5.1	.1	1.0
Sales workers	6.3	11.3	7.1	15.5	.5	3.1
Service workers	2.3	3.5	2.5	3.3	1.3	15.6
Agriculture, forestry, fishing	28.4	63.8	21.1	55.6	7.2	53.9
Production & transport	5.3	15.5	17.3	17.5	1.7	22.2
<b>1999-2000</b>						
Total	30.6	100	46.7	100	13.0	100
Professional, Technical	1.3	4.1	1.8	3.2	.7	5.1
Administrative & Mgt	.2	.5	.3	.6	.00	.3
Clerical workers	1.0	3.1	1.7	6.1	.2	1.3
Sales workers	4.5	14.9	8.0	17.0	.7	5.1
Service workers	1.2	5.6	1.5	3.2	2.0	15.2
Agriculture, forestry, fishing	15.6	51.0	24.2	51.8	6.3	48.7
Production & transport	6.4	20.8	9.3	19.9	3.1	24.1

% Of Distribution of employed person by sex and occupation 1995-96 & 1999-2000

Source: labor force department, BBS

From the total population, only 44.8% fall into the major category of occupation in 1995-96. It has declined to 30% in 2000. About 45% population has changed their occupation to non-agriculture from agricultural. Female have also changed their occupation during this period of time. 13% female of total population is involved in different occupations. Previously the rate was 11.2%.

# **POVERTY**

Among all nations of significant size, Bangladesh probably has the highest number of people in absolute poverty per square mile/km. In the current years, rapid urbanization and increase of rural urban migration has brought a new diversion in the poverty sphere. The incidence of poverty has increased in the urban areas and with the rise of urban population the number of urban poor is rapidly increasing. Poverty is a complex phenomenon responsible for economic backwardness of the country. Poverty line and incidence of different year represents the information about urbanization and economic condition. The BBS report shows the following information:

*Incidence of poverty (Head-Count ratio) -Direct Calorie Intake Method*

Survey year	Number and percent of population below poverty indicator					
	National		Rural		Urban	
	No. in Million	% Of population	No. in Million	% Of population	No. in Million	% Of population
1. Poverty line 1(lower poverty line) Absolute poverty 2122K.Cal .per person per day						
2000	55.8	44.3	42.6	42.3	13.2	52.5
1995-1996	55.3	47.5	45.7	47.1	9.6	49.7
1991-1992	51.6	47.5	44.8	47.6	6.8	46.7
1988-1989	49.7	47.8	43.4	47.8	6.3	47.6
2. Poverty line 2 (upper poverty line) Absolute poverty 2122K.Cal .per person per day						
2000	24.9	20.0	18.8	18.7	6.0	25.0
1995-1996	29.1	25.1	23.9	24.6	5.2	27.3
1991-1992	30.4	28.0	26.6	28.3	3.8	26.3
1988-1989	29.5	28.36	26.0	28.6	3.5	26.4

Source: Statistical yearbook 2001

The table shows the number and percent of population below poverty line. At the national level, absolute poverty on lower poverty line is 55.8 million, which is about 44.3% of the population in 2000. But it has declined from 47.5% to 44.3%. On the upper poverty line, the

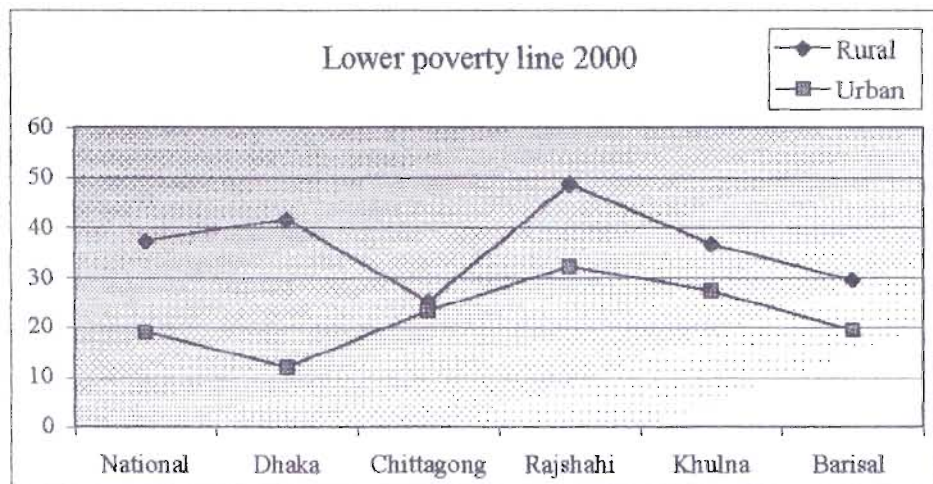
absolute poverty is declined to 24.9% from 29.1 in 2000. In the rural area, the absolute poverty had declined to 42.3%, which is about 10% lower than 1995-96.

### Incidence of poverty (Head-Count ration)

Poverty line and Division	% Of population below poverty line indicated		
	National	Rural	Urban
1. Using the lower poverty line			
National	33.7	37.4	19.1
Dhaka	32.0	41.7	12.0
Chittagong	25.0	25.3	23.3
Rajshahi	46.7	48.8	32.3
Khulna	35.4	36.8	27.5
Barisal	28.8	29.6	19.5

Source: Household expenditure survey 2000

Using the lower poverty line 2000



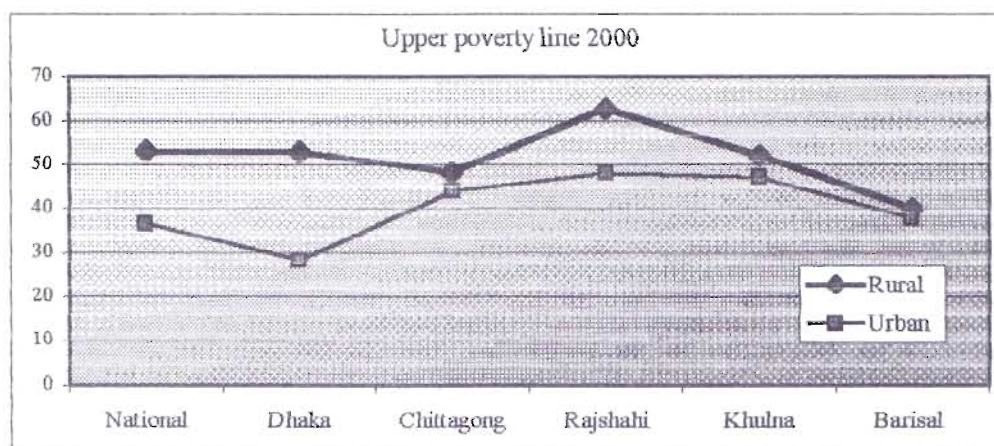


### Incidence of poverty (Head-Count ration)

Poverty line and Division	% Of population below poverty line indicated		
	National	Rural	Urban
<b>1. Using the upper poverty line</b>			
National	49.8	53.1	36.6
Dhaka	44.8	52.9	28.2
Chittagong	47.7	48.4	44.0
Rajshahi	61.0	62.8	48.1
Khulna	51.4	52.2	47.1
Barisal	39.8	40.0	37.9

Source: Household expenditure survey 2000, BBS.

Using the upper poverty line 2000



Incidence of poverty is shown in the above table. It is observed that the incidence of poverty in Rajshahi and Khulna division is higher (46.7 and 34.5 percent respectively) for lower poverty line. These are higher than the average of Bangladesh (34%). The other divisions have more or less equal incidence of poverty. Incidence of poverty is also found to be much higher in Rajshahi and Khulna (61 and 51.4 percent) for the upper poverty line. On the other hand, lower incidence of poverty is noticed only in Barisal division using the same upper poverty line.

Poverty is the state of no fulfillment of minimum requirements of food, shelter, fuel, clothing, etc. Different methods are used to measure the poverty level. Here, the following table shows the Households below poverty line:

(Figure in million)

Year	Poverty line 1: Absolute poverty 2122.k.cal.per. Person/day			Poverty line 2: Head core poverty 1805 k.cal.per. Person/day		
	National	Urban	Rural	National	Urban	Rural
2000	10.21	2.42	7.79	4.65	1.18	3.47
1995	10.04	1.71	8.33	5.35	.94	4.40
1991	9.33	1.18	8.15	5.48	.65	4.83

Source: Household expenditure survey 2000

In the table it has found that 9.33 million of households were below the absolute poverty line in 1991 at the national level and it is magnified by .88 million in 2000. In case of Hard core poverty, the figure of .83 million households shows a decrease in 2000 from 5.48 in 1991 to 3.47 million in 2000. In the urban area it has increased from .65 million in 1991 to 1.18 million in 2000. This dismal situation may occur due to migration of rural people to urban area for gainful employment or other economic reason.

# **MEDIA HABIT**

The electronic media, particularly TV, play an important role in disseminating health and other information among the general public. Television emerged as the most important mass media for this purpose followed by radio. Logos and brands campaigns were found to be quite effective

The media plan, which includes decisions concerning the relative importance to be given to the various target audiences, the type of programs and type of media to be used, and the time an advertisement should be aired etc., is essential in developing communication and marketing strategies. While the reach of the mass media with the availability of wider options is increasing, the need for valid and reliable data is becoming more important in designing focused communication campaigns. The more communication professionals use media data in their decision-making, the greater is the need felt for updating them at regular intervals.

Media habit changes with time, especially due to technological changes and emergence of new ideas and concepts as well as the needs of customers. New initiatives are being launched all the time, while new target groups keep emerging for whom very little or no media information is available. Which media should be used to target certain profiles, on which days and /or at what times should an advertisement be aired or an insertion be placed, what type of program should be sponsored and in what media, etc are a few of the many media decisions that program managers are required to make all the time. Because of the limited resources and fierce competition, the decision to opt for the right media is critical in maintaining a competitive advantage.

The information shows that about 31 percent of households own radio that were in working condition. Only about 25.2 percent of households own working television (TV), although there was a wide variation between urban (51.9 percent) and rural (13.5 percent) areas. Electricity was found to be the main source of power supply of TV (87.5 percent). However, about 23 percent of TV in rural areas was run by batteries. Nearly 31 percent of televisions had cable/dish connections.



## Exposure to Electronic Media

Mass communication is an important means of generating public interest and support for a development program and to influence a target groups' opinions, attitudes and behavior in favor of practices the program is designed to promote among them. Information on the media access and habits of people is important in establishing the relative importance of different media for mass communication in the country. Electronic media such as radio and television (TV) are considered to be the most important media of mass communication. A target population can very easily be reached through radio. On the other hand, TV has emerged as the most powerful and entertaining mass media all over the world. However, listenership of radio and viewership of TV depend on the availability and access to those either at home or in the neighborhood.

## Exposure to Radio & TV

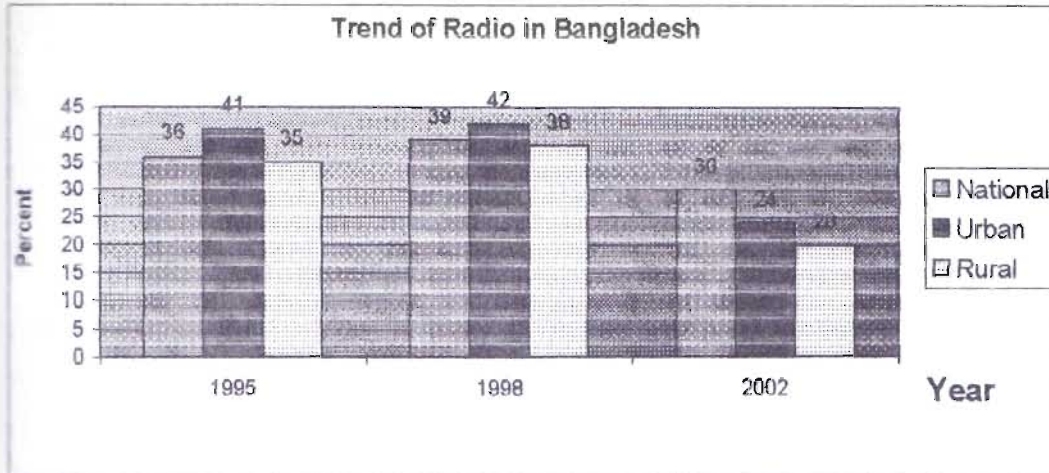
Residents	Radio	TV	Radio & TV
Urban	24.1	82.9	84.8
Rural	33.5	50	59.8

Division	Radio	TV	Radio & TV
Dhaka	33.3	61.6	69.1
Chittagong	32.9	57.8	67.3
Rajshahi	24.3	68.5	72.2
Khulna	35.7	63.3	71.6
Barisal	35.9	43.9	56.6
Sylhet	21	46.1	53

Listenership of radio varied by age, sex, place of residence, and education. Radio listenership was higher (41.1 percent) among adolescents (age 15- 19) compared to other age groups. Radio exposure was also higher among males (41.0 percent) than females (21.5 percent), among rural (33.5 percent) than urban (24.1 percent). Education seemed to be associated with the listener



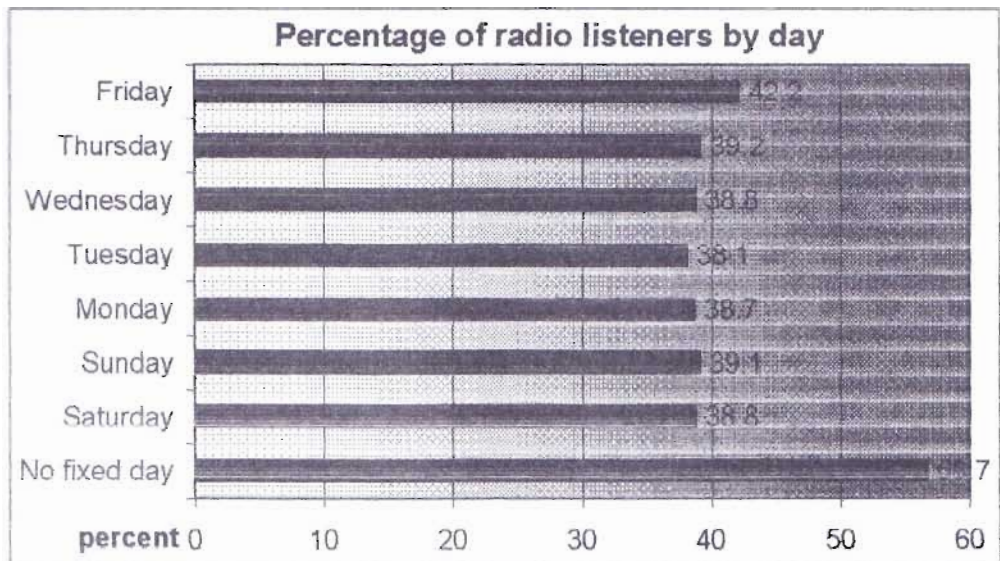
ship of radio. Listener ship of radio also varied by division. It was highest (35.9 percent) in Barisal and lowest in Sylhet (21.0 percent) division. About 83 percent of population in urban areas and 50 percent in rural areas watched TV.



The reach of radio seemed to be declining. This was perhaps because of the rapid increase in the opportunity in the country. The rate of 2002 national is lower than 1998. Radio listener ship has declined significantly in urban areas decreased from 42 percent in 1998 to 24 percent in 2002.

**Listener ship of different Radio stations:**

Radio listeners had the option to listen to a number of national and international stations. Among many radio stations of Bangladesh, “Bangladesh Betar Dhaka” 29.6% is taking the highest percentage. Then Bangladesh Betar Khulna had 13.2%, Bangladesh Betar Chittagong had 4.0%. About 7.2% population listen to British broadcasting corporation (BBC) and 2.7% heard voice of America( VOA).



Radio listeners were more likely to listen to radio on Friday, the weekly holiday, which is about 42.2%. About 38% percent listened to radio on other weekdays. About 66 percent listened to radio in their own homes, 17.3 percent listened at relatives'/neighbors'/friends' houses, 11 percent listened at some public place, and 5.5 percent at their work places.

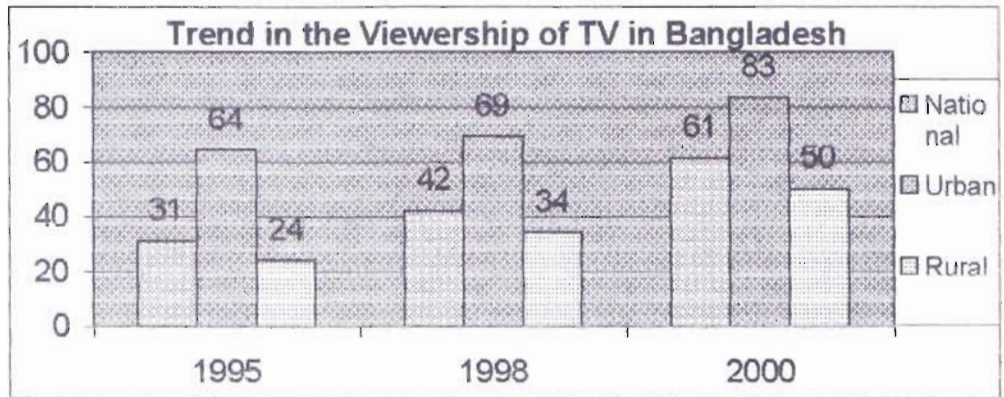
Popular programs on Radio on different radio stations are:

- 1.Chayachabir Gan in Bangladesh Betar Dhaka (53.5%) is the most popular program.
- 2.News at 7 a.m. (47.4%)
- 3.Bashari Palliganer Ashor (45.8)
- 4.Durbar (41.9%)
- 5.Chittagong regional songs (33.9%)
- 6.Film songs on Bangladesh Betar Chittagong (27.3%)

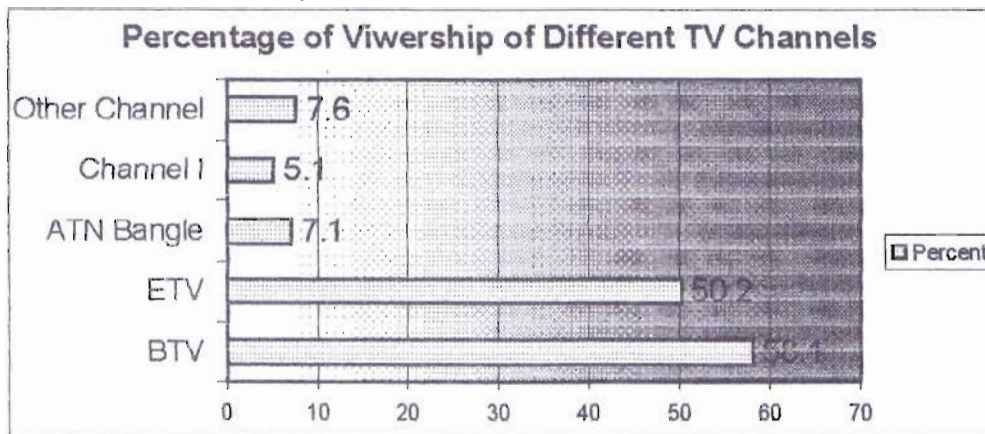
### Television

Television viewer ship increased from 31 percent in 1995 to about 61 percent in 2002. The rate of increase in TV viewership was much more prominent in rural areas, where at present 50 percent of the population watch TV, compared with 34 percent in 1998, and 24 percent in 1995. In urban areas, viewership of TV stands at 83 percent, against 69 percent in 1998, and 64

percent in 1995. Exposure to TV remains higher among males (71 percent) than among females (53 percent).



Increase in TV viewer ship in linked to increased access to TV. Ownership of TV increased from 8% in 1995 to 14% in 1998 and then 25% in 2002



Among many Bengali channels, BTV got highest percentage, which is 58.1 and then ETV 50.2 (according to 2002). But now NTV and other Bengali channels like ATN and Channel I got a large percentage than previous and BTV lost its previous percentage.

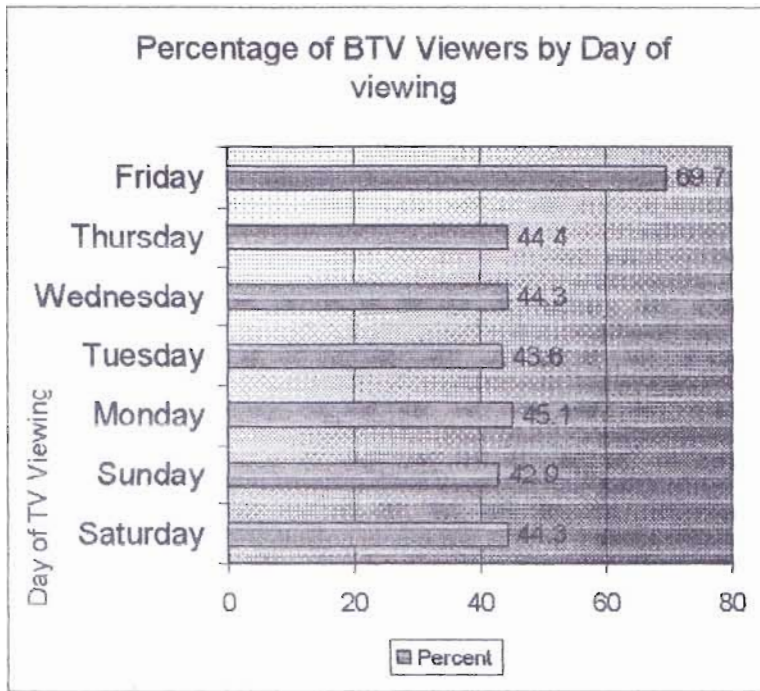


### Frequency of Viewing BTV

Residents	Everyday	1-6 day in a week	1 or more times a month	Don't watch
Urban	35.4	11.3	31.1	22.1
Rural	14.4	12.1	21.8	51.8

Division	Everyday	1-6 day in a week	1 or more times a month	Don't watch
Dhaka	18.9	15.2	24.6	41.4
Chittagong	22.9	9.8	23.1	44.3
Rajshahi	26	11.9	27.4	34.6
Khulna	21.5	12	26	40.5
Barisal	11.4	6.4	24.9	57.3
Sylhet	17.5	7.2	18.4	57

From the above data, it can be easily said that BTV has lost its position. About 15.2% population in Dhaka division watched TV once in a week. And 57.3% population from Barisal division does not watch BTV. 26% population from Chittagong division watches BTV.



It has been found from the above information that 69.7% people watches BTV on Friday. And on an average only 44% people watched BTV.

Among BTV viewers, the most popular programs of BTV were Bangla feature film (80.1 percent), Magazine program Ittadi (74.8 percent), Chhaya Chhanda (60.7 percent), News at 8 p.m. (46.7 percent). Bangla Cinema (60.2 percent), News at 10 p.m. (29.9 percent), Drama serial (28.9 percent), Weekly drama (24.1 percent), and Cinema songs were the most popular programs of ATN Bangla. Bangla Cinema, Channel I news, Weekly drama and other drama serials of Channel I were the most popular programs among its viewers.

#### **Print Media**

Habit of using print media such as newspapers, magazines, and books for information is increasing among literate people.

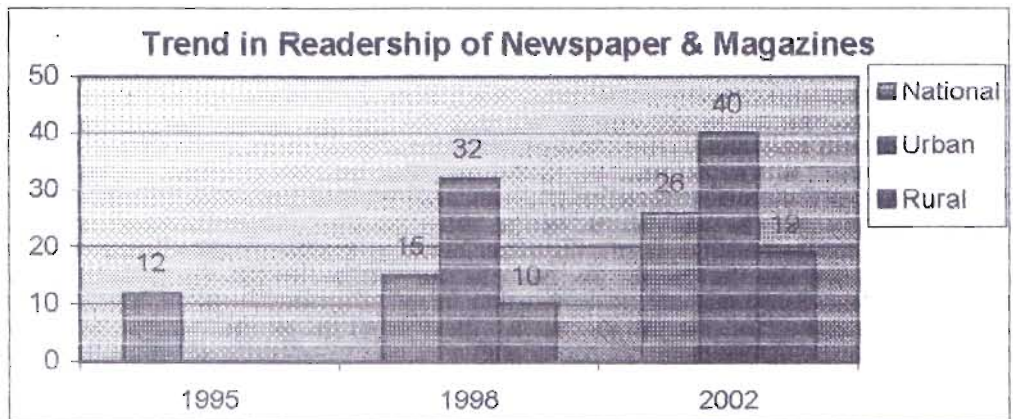


## Newspapers and Magazines

Readership of newspapers and magazines was found very low in Bangladesh. About 26 percent read newspapers and only 7.9 percent read magazines. Readership of newspapers was significantly higher in urban areas (40 percent) than in rural areas (18.7 percent). Readership of newspapers and magazines was also higher in the age group 15-19 and among male respondents. Readership was found positively associated with level of education. Possession of wealth seemed to have had a positive effect on the readership of newspapers and magazines.

## Print Media

Residents	Newspaper	Magazine
Urban	40	13.5
Rural	18.7	5.2



From the graph it has been find out that the trend of rading newspaper and magazine is increasing in urban and rural locality. Reading of newspaper and magazine habit has increase from 15% to 26% in national level from 1998 to 2002. on the other hand in urban level , it has increase to 32% to 40% in 1998 to 2002.

Division	Newspaper	Magazine
Dhaka	24.2	7.6
Chittagong	27.7	9.4
Rajshahi	28.3	8.4
Khulna	24.3	6.2
Barisal	21.2	6.5
Sylhet	24	8.1

Among the six division of Bangladesh, reading of newspaper habit is highest in Rajshahi division, which is 28.3% and then Chittagong division with 27.7%. Reading of magazine habit is highest in Chittagong division, which is 9.4% and Rajshahi with 8.4%. Reading of newspaper habit is lowest in Barisal division with 21.2%.

	Barisal	Chittagong	Dhaka	Khulna	Rajshahi	Sylhet	All Division
Jugantor	48.3	38.1	42.5	35.2	34.7	44.2	31.6
Ittefaq	36.9	34.2	41.3	31.7	27.3	42.5	30.6
Inquilab	26.1	28.7	40	25	20.3	16.6	29.9
Janakantha	24.7	25.2	24.7	20.3	19.6	14.4	27
Prothom Alo	8.3	20.8	22.8	16.3	19.2	14	23.3

According to 2002, Jugantor (31.6 percent), Janakantha (30.6percent), Ittefaq (29.9 percent), Prothom Alo (27.0 percent), and Inquilab (23.3 percent) were the most read national dailies in Bangladesh. Jugantor was the most popular newspaper in Barisal, Sylhet, and Chittagong divisions and Ittefaq tops the list in Dhaka and Khulna divisions.

### Frequency of Reading Newspaper

Residents	Every day	1-6 days in a week	Occasional	Doesn't read
Urban	19.1	1.9	19.0	60
Rural	4.5	1.2	13.0	81.3

Frequency of reading newspaper shows a different scenario. 19.1% people reads newspaper daily in urban area and 60% doesn't read in the same area. In rural area about 81.3% people doesn't read newspaper.

Division	Every day	1-6 days in a week	Occasional	Doesn't read
Dhaka	9.6	1.7	12.8	75.9
Chittagong	8.1	1.9	17.5	72.4
Rajshahi	11.4	1.2	15.6	71.7
Khulna	7.8	1.0	15.5	75.7
Barisal	4.3	.9	16.0	78.9
Sylhet	10.3	.9	12.9	76.0

On divisional data, it has been found that 11.4% people from Rajshahi division read newspaper on daily basis. Only 4.3% people from Barisal division reads daily. .9% reads in once in a week in Barisal and Sylhet division. Percentage of 78.9% doesn't read newspaper in Barisal. On an average 72% people from the other divisions doesn't read newspaper.

# **LIVING STANDARD**

Housing pattern is the main component in the set of living standard indicators. To estimate the living standard we have consider some indicators such as household type, electricity supply, source of drinking water etc.

### Head of household by type of Roof and wall material

Wall material	Roof Material					
	Total	Thatch	CIS/Tile wood	CIS/Wood	Cement	Others
National	100	19.13	3.81	69.95	6.45	.64
Thatch	40.32	12.19	.24	27.56	.02	.30
Mud/Mud Brick	21.29	5.44	2.41	13.20	.01	.21
CIS/Brick/Cement/Wood	21.95	1.11	.16	20.62	-	.05
Brick/Cement	15.71	.23	.99	8.05	6.41	.01
Others	.71	.14	-	.50	-	.05
Rural	100	22.17	4.47	71.36	1.26	.71
Thatch	43.94	14.0	.28	29.32	.02	.30
Mud/Mud Brick	24.84	6.63	2.96	14.96	.02	.25
CIS/Brick/Cement/Wood	23.16	1.15	.19	21.75	-	.06
Brick/Cement	7.15	.20	1.03	4.67	1.22	.01
Others	.88	.17	-	.63	-	.07
Urban	100	7.17	1.19	64.39	26.88	.34
Thatch	26.6	5.08	.06	20.59	.04	.27
Mud/Mud Brick	7.33	.75	.26	6.28	-	.04
CIS/Brick/Cement/Wood	17.18	.95	.03	16.17	-	.01
Brick/Cement	49.39	.35	.82	21.34	26.84	.02
Others	.02	.02	-	-	-	-

Source: Income & Expenditure department.



The national level about 40% of the heads of household live in house made of thatch in the walls and 19% with thatch in the roof. Among those 12% are thatched structures both in wall and roof. The higher percentage 28% of houses are made of thatch in the wall and corrugated iron sheet or wood in the roof. In the whole country, only 6.4% of the housing structures where the heads of household live are made of cement both in the wall and roof. In rural area about 44% of the heads of household reside in houses whose wall materials are thatch and 22% of the houses are made of thatch in the roof material. About 14% of the houses are found with thatch both in the wall and roof. 1.22% of the houses are wholly made of cement. In urban area 5.08% of the structures are made of thatch both in the wall and roof. On the other hand 26.84% of those are complete building.

Percentage of households having electricity:

Division	Total	Rural	Urban
<b>Percentage of households having electricity 2000</b>			
National	31.2	18.7	80.4
Dhaka	44.2	21.2	91.3
Chittagong	33.4	24.7	71.3
Rajshahi	19.0	13.8	58.6
Khulna	24.1	14.7	72.7
Barisal	19.8	15.2	66.0
<b>Percentage of households having electricity 1995-96</b>			
National	20.5	10.3	72.6
Dhaka	32.9	13.6	85.0
Chittagong	20.9	14.3	63.9
Rajshahi	9.1	4.5	51.0
Khulna	16.0	8.1	63.8
Barisal	12.7	10.4	51.0

Only 31.2% households in the whole country have electricity supply. In urban area 80.4% households have electric connection and 18.7% in rural. In rural area Chittagong division has the highest percentage 24.7% of household having electricity and Rajshahi division has the lowest which is only 13.8%.

Distribution of household by source of drinking water

Source	Total	Dhaka	Chittagong	Rajshahi	Khulna	Barisal
<b>National</b>	100	100	100	100	100	100
Supply water	6.79	16.16	4.25	.55	2.10	2.26
Tube well	89.91	82.94	90.32	96.36	94.65	89.35
Pond/river	1.91	.24	4.11	2.20	2.92	7.70
Well/indra	.84	.28	.71	.89	.03	.35
Others	.55	.39	.61	-	.28	.34
<b>Rural</b>	100	100	100	100	100	100
Supply water	.37	-	1.33	-	-	.58
Tube well	95.75	98.91	92.33	96.76	96.38	90.38
Pond/river	2.35	.36	5.00	-	3.28	8.27
Well/indra	.97	.36	.75	2.35	-	.38
Others	.56	.36	.59	.88	.34	.38
<b>Urban</b>	100	100	100	100	100	100
Supply water	32.06	49.43	17.75	4.75	12.97	19.00
Tube well	66.93	50.04	58.02	93.23	85.72	79.00
Pond/river	.16	-	-	-	1.01	2.00
Well/indra	.33	.10	.53	1.01	-	-
Others	.51	.42	.71	1.01	-	-

Source: Income & Expenditure survey 2000 & 1995-96

### Drinking water:

Majority of households in the country obtains their drinking water from tube-well. Supply water is available to only a small percentage of households in most parts of the country, exception being the urban Dhaka where 49.43% of households obtained their drinking water from this source. In rural area, use of tube well for drinking water by households increased to 95.75% in 2000 from 94.08% in 95-96. It can be noticed from the figure that the use of drinking water from ring well, pond, river by households in the landless group reduced to 5.60% in 2000 from 10.28% in 95-96.

### **Measuring living standard:**

To measure the living standard of Bangladesh, here some basic indicators have been used. The indicators are household structure, electricity supply and drinking water measurement.

Only 6.4% houses are made of cement in urban area and 1.22% is made of cement in rural area in 2000. Electricity supply in Dhaka division was 32.9% on 95-96 and it has increased to 44.2% in 2000. 50.04% household uses tube well in the urban area of Dhaka division.

In Chittagong division, electric supply was highest among the rural areas, which is 24.7% in 2000. In the urban area it was 71.3%. Most of the urban houses (58.02%) use tube well and in rural area it was 92.33%.

Electricity supply in rural locality of Rajshahi division is 13.8 and urban area it is 71.3%.

For drinking water, households are mainly depends on tube well. In rural area it is 93.33% and in urban it is 96.76%, which is higher than Dhaka and Chittagong division.

In the national level of Khulna division, the electric supply is 24.1%. In the urban area it is 72.7%, which is higher than Chittagong urban. It is the second highest urban area getting electricity supply.

Barisal division is getting the lowest electricity supply in the households, which is 19.8%. In the urban areas it is 66%, which is higher than Rajshahi division.

From the above discussion, it is found that Dhaka division has the highest standard of division and Chittagong division got the second position. Rajshahi and Barisal is the least developed division.

For any company it is very important to have the information of its market, people and development of the country. Without having proper information, it is not possible to evaluate the market. So compilation of available secondary sources of information on Economic & Demographic indicator of Bangladesh can be a helpful result for Lever Brothers Bangladesh Limited.

The report has been done into two part. In the first part information & data has been collected from different sources. But most of the sources are useless. Only BBS & World bank library provided proper information. It has been a difficult task to rely on the information available from the sources. Because the same source was providing different information in different books. It is better to compare the information with one another.

After getting the information analysis has been done based on the information. And finally the report has been presented in user-friendly format, which will be helpful for the business perspective of Lever Brothers Bangladesh Limited.

## **Recommendation**

Without having proper information, it is not possible to measure the market and consumer. While searching information on secondary sources (economic & demographic indicators of Bangladesh) it has been found that none of the source is reliable. It will be better for any company (if possible) to compare the information with web site data. Companies should try to find out a reliable source, which can provide accurate information about the market.



Books have been used to collect data are:

- ✓Population census 1991 & 2001
- ✓Statistical Yearbook of 1999 & 2001
- ✓Provisional Estimates of Gross Regional Products 1999–2000.
- ✓Household Income & Expenditure survey 2000 & 1995–96.
- ✓National Accounts Statistics( Estimates of GDP 2001–2002)
- ✓Poverty Monitoring Survey 1999

Useful Data Sources are:

- Library of Bureau of Statistics
- World Bank library
- BRAC
- Proshika & Grameen Bank
- National Income section & Labor force department of BBS

Web Sites are:

- ◆ [www.adb.org](http://www.adb.org)
- ◆ [www.worldbank.org](http://www.worldbank.org)
- ◆ [www.bangladesh-bank.org](http://www.bangladesh-bank.org)
- ◆ [www.imf.org](http://www.imf.org)
- ◆ [www.unesco.org](http://www.unesco.org)
- ◆ [www.indexmundi.com](http://www.indexmundi.com)