



Joyeeta Foundation

Ministry of Women & Children Affairs

Quality Control Systems for Joyeeta Products

(Draft Final Report)

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January 2024

Table of Contents

1. Preamble	3
2. Aim	3
3. Objectives	4
4. Scope of the Work	4
5. Quality Control Procedure	5
5.1 The Concept of Quality Control (QC)	5
5.2 The Necessity of Quality Control (QC)	5
5.3 Steps of Quality Control Process	5
6. Guiding Principles for Development of Quality Control Approach	6
6.1. Gender issue-related guidelines	6
6.2. Contingency measures related guidelines in case of adverse situation	6
6.3. Quality assessment guideline	6
7. The Standard Parameters for Quality Control	7
7.1. Design	7
7.2. Size	7
7.3. Fabric and core materials	7
7.4. Accessories and labelling	7
7.5. Packaging and storage	7
7.6. Colour	7
8. Quality Control Mechanisms / Systems for Joyeeta Products	8
9. The suggested approval criteria for quality	8
10. Guidelines for Quality Control (QC) Teams	9
10.1. Pre-product development Quality Control by Design and Sample Team	9
10.2. Post-supply Quality Control by Quality Approval team	10
11. The Flowchart for QC Procedure	11
ANNEXURE	12

Abbreviation

IWEs	Individual Woman entrepreneurs
JF	Joyeeta Foundation
MoWCA	Ministry of Women and Children Affairs
QA	Quality Approval
QC	Quality Control
WEAs	Women Entrepreneurs Associations

Quality Control Mechanism for Joyeeta Products

1. Preamble

With a vision to ensure the rights of the women and children of Bangladesh, the Ministry of Women and Children Affairs (MoWCA) has been making relentless efforts in every way possible. As it can be easily perceived that economic self-sufficiency is the key to tangible empowerment of women, there is no alternative to create innovative and effective platforms like Joyeeta Foundation.

The Government of Bangladesh has established the Joyeeta Foundation (JF) under the Ministry of Women and Children Affairs for promoting and supporting women in their business initiatives. This Women Entrepreneurship Endeavor Programme is assigned to develop and nurture dedicated market-places countrywide, exclusively for women to showcase their products and services and market them. JF is assigned to create a unique brand value under which women from all walks of life and diverse backgrounds who intend to run business will be nourished countywide. It has also undertaken a responsibility to create a congenial environment, where the women can run their business hassle-free.

JF is the perfect solution for women-led entrepreneurship. In this course, there is a dire need for a standardised mechanism/ system for proper Quality Control (QC) of the products and services offered to the consumers by the Individual Woman entrepreneurs (IWEs) and Women Entrepreneurs Associations (WEAs) enlisted under Joyeeta Foundation. To ensure the development of a quality control unit, that will sustain over the time, this guideline is prepared based on the findings and evaluation of quality control aspect of Joyeeta Foundation in 2023.

2. Aim

Building gender equality-based society through empowering women economically through women-led business entrepreneurship ensuring standard quality products and services.

3. Objectives

- 3.1. To establish a strong mechanism for overall quality assurance and maintaining self-requirements for developing or manufacturing reliable products. Consumers are at the heart of any business venture.
- 3.2. To ensure the quality of the product in a sustainable way so that the mechanism and proposed guideline can be used effectively in the long term to maintain a standardised quality of Joyeeta endorsed products.
- 3.3. To establish a general guideline for similar Joyeeta products within the work plans of JF.

4. Scope of the Work

A quality assurance system is meant to enhance and strengthen consumers' confidence and company's credibility. Improving work processes and efficiency gets facilitated by strict and elaborate quality control procedures that improves an organisation in terms of competency.

Joyeeta Foundation's motto is to ensure that customers have ample options to buy flawless aesthetics products at reasonable prices from Joyeeta outlets. The guideline contains a structured quality control system/ mechanism for the products (e.g. clothing) produced and supplied by the women entrepreneurs of Joyeeta Foundation.

The impact and factors associated with the quality control processes are identified. The aspects related to the challenges and resistance in implementation of these quality control strategies are also evaluated. The Quality Control unit/ section of Joyeeta Foundation shall uphold the quality of the product of Joyeeta Biponon Kendro/ Sales Centre or Joyeeta outlets by monitoring the following:

1. Quality Planning
2. Quality Control
3. Quality Assurance and

4. Quality Improvement.

5. Quality Control Procedure

5.1 The Concept of Quality Control (QC)

Quality control (QC) is a process through which a business seeks to ensure that product quality is maintained or improved. Quality control requires to create an environment where management and employees strive for perfection. This is done by training personnel, creating benchmarks for product quality, and testing products to check for statistically significant variations.

A significant aspect of quality control is the establishment of well-defined controls. These controls help standardize both production and reactions to quality issues. Limiting room for error by specifying which production activities are to be completed by which personnel reduces the chance that employees will be involved in tasks for which they do not have adequate training.

5.2 The Necessity of Quality Control (QC)

Creating a product is costly, time-consuming, and can be unsuitable for use without controls in place. Additionally, if a company sends defective products out for purchase, it could be held liable for injuries or issues that arise from using its products. Quality control inspectors ensure that defective or unsuitable products are identified, and the causes are corrected.

Quality control is a key component of a well-run business. A quality control program helps to ensure that a business is delivering a consistent product, service, and customer experience. Developing quality control processes allows a business to operate without constant supervision, making it easier to expand into new locations, delegate duties and run without hassle.

Business growth requires careful attention to both profit and people. Quality control helps ensure the monitoring of both. If the products or services are of poor quality, lot of time and money will be wasted redoing them and cutting into the profit margins. If customers aren't happy with the quality of the products and services, they'll stop purchasing. As word-of-mouth spreads, a reputation for poor quality will be established, making it harder to attract and keep a substantial customer base.

5.3 Steps of Quality Control Process

Six standard steps need to be followed for developing a quality control process:

- 1) Setting the quality standards;
- 2) Deciding which quality standards to focus on;
- 3) Creating operational processes to deliver quality;
- 4) Reviewing the results to ensure the desired quality;
- 5) Getting feedback; and
- 6) Making improvements

6. Guiding Principles for Development of Quality Control Approach

Quality control approach revolves around the chief principle that the brand quality of JF as a whole depends heavily on the effective development and implementation of strict quality control methods for individual entrepreneurs. Some basic guiding principles shall be followed for developing this approach as below:

6.1. Gender issue-related guidelines

The women entrepreneurs, if motivated through guided workshops and sessions, will comprehend the fact that women empowerment gets established only through financial independence and also an individual identity. As Joyeeta Foundation represents a brand identity that upholds the excellence of the women entrepreneurs of our country, JF shall follow its gender guideline that is aligned with the essence of women led organisations.

6.2. Contingency measures related guidelines in case of adverse situation

Issues like sudden hikes in certain material costs because of the financial turmoil and war happening across the world has to be handled according to a fixed guideline (SOP of Joyeeta Outlets) to ensure equal opportunities. The natural calamities also have to be taken under consideration as it hits different parts of the country differently.

6.3. Quality assessment guideline

In this time of ever-changing consumer requirements, it is necessary to state a guideline to assess quality of the products complying with the design requirements and the suitability of the material according to consumer demand. Uniqueness is the key and the way to define that change from time to time. Regular feedback from consumers can facilitate the updating of the guidelines here.

7. The Standard Parameters for Quality Control

The following standard parameters shall be followed in Joyeeta Foundation and its outlets for quality control of its products:

7.1. Design

The design shall be the first step towards quality control of a product. Uniqueness, creativity and suitability shall be looked while designing.

7.2. Size

A standard size is one distinct quality parameter that sets a collective brand apart. There should be one standard size chart for all the clothing and household items for JF. This has to be developed according to the demographic data and consumer demands as well as design trends.

7.3. Fabric and core materials

High quality fabric and core materials shall be essential for quality control. The durability, colour, finishing, strength and structure shall be looked out as different parameters.

7.4. Accessories and labelling

Buttons, hooks, zippers etc used in the product shall comply with certain quality requirements. The labels and the way it is sewn are very important in quality control. Because in the end it affects the brand value.

7.5. Packaging and storage

The product packaging shall be done maintaining a standard. Again, the QC guideline must have clear instructions, so that storage conditions cannot potentially degrade any product.

7.6. Colour

The colour shall be durable, suitable and harm-free for human use as well as the environment. The colour run issue shall be taken into serious consideration. The quality control aspect should cover the checking and testing of the colours of the main fabric, any laces, ribbons or accessories used, the buttons, the yarn used for stitching or embroidery and even the labels.

8. Quality Control Mechanisms / Systems for Joyeeta Products

- 1) The first and foremost thing that has been taken into consideration is motivation factor. Be it brand awareness, business ethics and growth as a small business enterprise, regular and extensive workshops and discussion sessions have been arranged. The resource persons, Joyeeta expert team and successful entrepreneurs have been urged to be involved in carefully designed programs for them to be effective.
- 2) Guidelines on structured training sessions and workshops have been proposed and on design technicalities, fabrics and other materials characteristics and suitability as well as knowledge about business basics. It has been found out that this will surely support an entrepreneur to effectively play a role in the overall quality control system or mechanism of Joyeeta.
- 3) Guidelines on proper barcoding, neatly done labeling, attractive packaging has been given by Joyeeta Foundation to the individual entrepreneurs in order to ensure a constant satisfactory situation.
- 4) A structured guideline has been provided for different standard measurements for different outfits. Nevertheless, an expert team consisting of consultants and designers needs to specifically develop the measurement guidance and standard size chart exclusive to JF. A suggestive measurement guideline has been given. But the final size chart must be developed following this method according to the demographic characteristics of consumers and recent fashion trends.

9. The suggested approval criteria for quality

The QC teams shall evaluate the submitted designs and products in terms of the following factors:

- 1) **Product Idea:** Is the product idea completely new, different, or conventional?
- 2) **Raw Materials/Ingredients:** Are the raw materials or ingredients from which the product has been made environmentally friendly? Is it biodegradable? Does it shrink?
- 3) **Design:** Whether there is innovation, diversity and variation in the design of the product; whether the product design is overall attractive?
- 4) **Colour:** Whether the colour of the product is attractive, durable and suitable for the target customer; has any harmful chemicals been added to the colour that can cause allergies or other diseases? Is it toxic for the environment?
- 5) **Finishing:** How is the finishing quality of the product? Does the product look attractive and high quality in terms of finishing?
- 6) **Durability and Sturdiness:** Does the product look durable and sturdy?
- 7) **Native Tradition:** Whether the product is compatible with the native tradition and culture?

- 8) **Artistic and Aesthetic Value of the Product:** How is the product in terms of artistic and aesthetic value and quality? Is there a reflection of modern fashion and beauties in its shape and design?
- 9) **Tastes and Preferences of the Customers:** Who are the target customers of this product? Considering the customers' taste and penchant, will they like the product?

10. Guidelines for Quality Control (QC) Teams

The QC team shall ensure the quality of all products supplied by the enlisted vendors/suppliers. This team shall work in two different stages. There will be two structured and specialised teams dedicated for design and development of quality- (a) Design and sample team, (b) Quality approval team.

Team Title	Key Task	Team Members
Design and sample team/ section	Quality assurance	Specialist consultant, designers
Quality approval team/ section	Quality control	Specialist consultant, designers

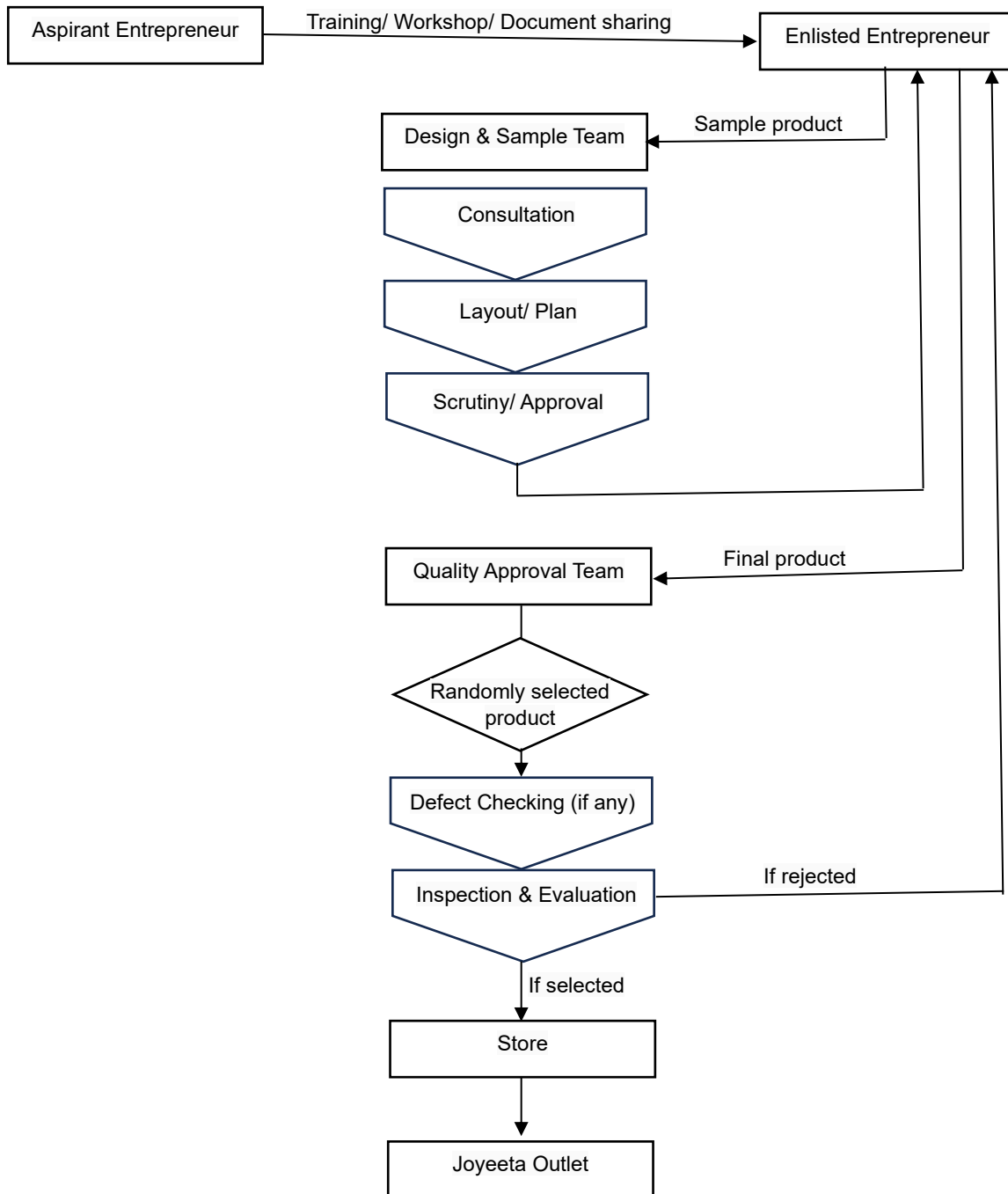
10.1. Pre-product development Quality Control by Design and Sample Team

- 1) Prior to product development and sample approval, the design and sample team shall maintain prescribed standards. The team shall guide the women entrepreneurs directly or by training, workshop and document sharing. Then a single sample of the product shall be produced, scrutinized and get approval before the actual production.
- 2) The members of design and sample team shall consist of at least one specialist consultant. The number shall vary according to the requirement as per the field of work. The key tasks of the consultant/ consultants shall include development and improvement of design and concept as well as indicating and setting the quality control methods and enhancement of the quality.
- 3) There shall be two or more expert designers according to the design requirements. The specialised designers will edit, enhance or alter the design layout and samples submitted by the entrepreneurs for approval. They shall render suggestions to the entrepreneurs about the colour palette, materials, cuts and patterns, medium or the design itself. This team of designers approve the final sample.
- 4) At this stage, the entrepreneur shall submit the layout or single sample along with a prescribed form (see Annex 2).
- 5) The designer shall make necessary edit/ alteration and approve the layout or sample through another structured form (see Annex 3).
- 6) When the layout or sample is approved, it shall be recorded with all the details under a specific numeral code. This shall act as the reference point for the next step of quality control at the final stage before sales.
- 7) At this stage, a timeframe will be set for the production of the same product in a specific number of pieces.

10.2. Post-supply Quality Control by Quality Approval team

- 1) At the final stage, before the products are sent for sales, these need to be inspected by the Quality Approval (QA) team to look for any defect in terms of size, material and making.
- 2) QA team shall be led by a team leader. There shall be two or more members according to requirement. The number of members of the team shall be approved by the Managing Director of JF.
- 3) The key task of the QA team shall be to conduct inspection and evaluation for final Quality Control check before sales. At this stage, the recorded and approved sample will act as the reference point. Setting that as a standard, the design, measurement, size, labelling, packaging shall be checked for the final products.
- 4) The concerned entrepreneur shall ensure that she produced the appropriate final products. She will check product quality before sending to the outlet for sales.
- 5) The QA team shall check and inspect the final products by statistical sampling or random sampling. A specific prescribed form shall be used for the final evaluation (see Annex). If any of the products are found to have major defects, the whole lot will have to go back to the concerned entrepreneur and will have to go through the standard QC procedure all over again.
- 6) The two-step evaluation process by the structured QC teams will ensure that the products that are sold under the brand name Joyeeta will comply with certain aspects of standard quality. This will go a long way in establishing Joyeeta Foundation as a brand name within our country and also in the international market.

11. The Flowchart for QC Procedure



ANNEXURE

Annex 1. List of required rooms, furniture and accessories

Required Office Space

1. Waiting room for the entrepreneurs	1
2. Room for the consultant and the designers	1
3. Office Executive room	1
4. QC Check room	1
5. QC Store Room	1

Required Furniture

Executive Table	1
Meeting table	1
Chairs	6
Wooden checking table: (5ft x2.5ft x 3ft)	2
Glass light table (length 5 ft, width 2.5 feet, height 3.5 ft at the front and 3 ft at the back)	1

Required Accessories

PC	1
Camera	2
Printer	1

Required Manpower

Quality Assurance Team	
Consultant	1
Designer	2
Office Executive	1
Quality control Team	
Main QC	1
Assistant QC	2
Office Executive	2

Annex 2. Design/Sample approval form



জয়িতা বিপণন কেন্দ্র জয়িতা ফাউন্ডেশন ডিজাইন/স্যাম্পল অনুমোদন ফর্ম



তারিখঃ..... স্টল নংঃ.....
উদ্যোক্তার নামঃ..... ফোনঃ.....
প্রতিষ্ঠানঃ..... ঠিকানাঃ.....
সামগ্রীঃ..... স্যাম্পল আইডি নংঃ.....
কাপড়ের ধরনঃ..... কাজের ধরনঃ.....
সংখ্যাঃ..... একটির মূল্যঃ..... মোট মূল্যঃ.....
সাইজসমূহঃ..... অনুমোদনের তারিখঃ.....
বিক্রয়ের সময়কালঃ..... সামগ্রী প্রবেশের সম্ভাব্য তারিখঃ.....
চূড়ান্ত প্রবেশের তারিখঃ..... চূড়ান্ত মোট সংখ্যাঃ.....

****কোনো প্রোডাক্ট/ডিজাইন অনুমোদনের পর সেটা QC-তে গিয়ে বাতিল হলে সেই প্রোডাক্ট বাতিল বলেই গণ্য হবে।****

সামগ্রীর ছবি

উদ্যোক্তা/প্রতিনিধির নামঃ
স্বাক্ষরঃ
তারিখঃ

অনুমোদনকারীর নামঃ
স্বাক্ষরঃ
তারিখঃ

Annex 3. The form for Product Development



জয়িতা বিপণন কেন্দ্র জয়িতা ফাউন্ডেশন প্রোডাক্ট ডেভেলপমেন্ট ফর্ম



তারিখঃ স্টল নংঃ.....

উদ্যোক্তার নামঃ..... ফোনঃ.....

প্রতিষ্ঠানঃ.....ঠিকানাঃ.....

সামগ্রীঃ.....স্যাম্পল আইডি নংঃ.....

কাপড়ের ধরনঃ.....কি পরিবর্তন করতে হবে.....

.....

কাজের ধরণঃ.....কি পরিবর্তন করতে হবে.....

.....

অন্যান্য উপকরণঃ.....কি পরিবর্তন করতে হবে.....

.....

****কোনো প্রোডাক্ট/ডিজাইন অনুমোদনের পর সেটা QC-তে গিয়ে বাতিল হলে সেই প্রোডাক্ট বাতিল বলেই গণ্য হবে।****

সামগ্রীর লেআউট/ছবি/মন্তব্য

উদ্যোক্তা/প্রতিনিধির নামঃ
স্বাক্ষরঃ
তারিখঃ

অনুমোদনকারীর নামঃ
স্বাক্ষরঃ
তারিখঃ