

**A REPORT**

**On**

**BANGLADESH IMAGE AND PRODUCT SURVEY**

**July 2006**

**PRAGYA FOUNDATION**

in cooperation with

**CHELSEA INTERNATIONAL ACADEMY**

Supported by: **EMBASSY OF BANGLADESH**

**Kathmandu**



## PREFACE

Bangladesh is a neighbor that is both close to Nepal and distant - close on the map and distant socially. It was this paradox that prompted Pragya and Chelsea to conduct a survey when the idea was mooted last year; by the Embassy of Bangladesh, a survey on the image of Bangladesh in Nepal and its products. Surveying the image of a country, however, is far from a simple task, particularly when a country is in political turmoil. Hence the idea was to cursorily get a glimpse of the kind of impressions that people carry in their minds of a nation whose achievements in the one-third of a century of its existence and evolution in certain areas have been of decisive significance worth dwelling upon, even worth emulating. Exploring the potentials of cooperation and areas where goodwill and understanding could be promoted for mutual benefit and the development of the region as a whole was another curiosity.

As the first survey of its kind, if the exercise can ensure similar ventures in the future, one objective will have been fulfilled. That apart, the survey could also become a base to generate and test hypotheses on image and interaction between the states of South Asia which cohere more than is usually understood.

For suggesting the idea and supporting the survey study, Pragya and Chelsea extend their cordial thanks to H.E. Humayun Kabir, Ambassador of Bangladesh and to Dr. Devendra Chhetri for support in its design phase.

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Project Director &  
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July 4, 2006

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## **1. INTRODUCTION**

Bangladesh and Nepal together present a unique study in contrast: the sparse and the most dense populations on earth, the largest mountain massifs and monsoon, inundated land, the highest peaks and the lowest levels of land above the sea, the sparkling white summits of the Nepal Himalayas and the seashores of Sonar Bangla. As neighbors, the two states also constitute potentially one of the closest pairs in the region, where their foreign policy occupies an important position. Also hardly a few kilometers separate the two nations, but probably very few neighbors on the world's map know so little about each other and interact modestly. This indeed, is the paradox.

It was this paradox that led Pragya, a civil society foundation in Nepal, to conduct a survey in cooperation with Chelsea International Academy on the image of Bangladesh and its products this year to explore the status of knowledge about Bangladesh in Nepal.

## **2. RATIONALE**

This survey was promoted largely because such survey on neighbour countries is rare and with the hope that it would encourage similar ventures in the future. The role of such academic exercises would be hard to exaggerate in promoting goodwill, mutual understanding and innovative policy measures that can increase mutual cooperation between the countries. So far only one survey (State of Democracy in Nepal: Survey Report) done by the State of Democracy in South Asia/ Nepal Chapter in collaboration with Intermediate Idea in 2004 (Kathmandu) can be cited to include Bangladesh in its questionnaire. The results show that although relatively few persons could mention Bangladesh as a neighbor in the region, all did say that they had heard about the country (N=1610) with almost all regarding the government and people – to – people relation between the two countries as either very friendly or friendly (pp 94,99,100).

## **3. OBJECTIVE, METHODOLOGY, AND CONTENTS**

Essentially, four objectives lay behind the survey:

1. Identify the level of awareness and information among the people in Nepal about Bangladesh
2. Assess the existing status of opinion and orientation
3. Explore the scope for promotion of interaction and business potential between the two countries
4. Suggest recommendations for consideration at the policy level

The venues for the survey were the four metropolitan towns of Nepal. Among them were the Kathmandu Valley and three outlying towns – Biratnagar in Eastern Tarai (Morang District), Bharatpur in Central Tarai (Chitwan District), and Bhairahawa in the midwestern district of Rupandehi.

The methodology used was purposive sampling, group administration of survey questionnaires and interviews in certain cases. Questionnaires, interview schedules, and check-lists were developed in Kathmandu and pre-testing was done before field visits. In view of the time and budget constraints and the political situation that was threatening to grow more and more uncertain and volatile, a rigorous more representative sample was untenable.

The sample size was 802, of which Kathmandu had 500 three towns outside the valley had 302. The proportion of Non-Response in most cases was small.

The survey team comprised a Project Director to plan and guide the survey, a Project Coordinator to execute it, a Field Coordinator to administer the project in the three outlying Towns, and five Enumerators. Altogether it was completed in about a month between March and April of 2006.

The target groups comprised the following:

- a. Students of schools and colleges
- b. Tourist organizations
- c. Business and Industrial Entrepreneurs and Associations

While the first part of the questionnaire tried to draw background information about the respondents on area, gender, profession, and level of education, the body of the questionnaire was divided into the following eight sections altogether:

1. General Perception about Bangladesh (8 questions)
2. Preferences with regard to Bangladesh (8 questions)
3. Sources of information on Bangladesh (9 questions)
4. Impressions about the people and services rendered on behalf of Bangladesh (7 questions)
5. The role of Bangladesh in regional and global affairs (7 questions)
6. Questions related to Consumers and Departmental Stores ( 10 questions)
7. Additional queries for Departmental Stores (10 questions)
8. Questions addressed to Chamber Leaders and Entrepreneurs (14 questions)

The remaining part of this report outlines in brief the findings on the eight sections of the questionnaire. But before proceeding with that main part, what follows below gives information about the breakdown about five relevant variables: number of respondents by area and sex, percentage distribution according to occupation, education, and institution.

**Table 1: Distribution by Number and Sex**

Place of residence	Male		Female		TOTAL	
	%	N	%	N	%	N
Biratnagar	15.4	90	13.7	30	15.0	120
Narayangadh	12.2	71	9.6	21	11.5	92
Butwal/Bhairahawa	12.3	72	8.2	18	11.2	90
Kathmandu	60.0	350	68.5	150	62.3	500
<b>Total</b>	<b>100</b>	<b>583</b>	<b>100</b>	<b>219</b>	<b>100</b>	<b>802</b>

Majority of the respondents (62.3%) were taken from Kathmandu followed by Biratnagar (15%), Narayangadh (11.2%), and Bhairahawa (11.2%). The gender breakdown was male 72.7%, female 29.3%.

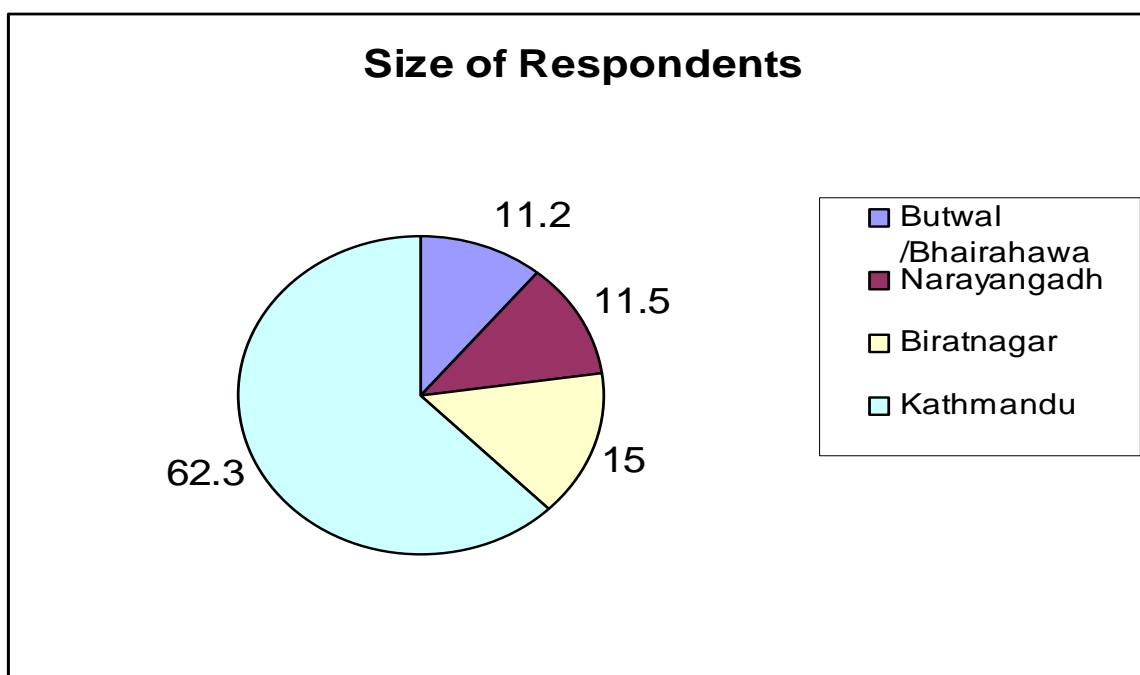


Table 2: Distribution by Occupation

Occupation	Outside valley		In valley		Total
	Male	Female	Male	Female	
Student	16.3	24.6	25.7	38.0	25.2
Teacher	6.0	10.1	5.1	4.7	5.7
Service	22.7	20.3	23.7	13.3	21.2
Social welfare	5.6	8.7	1.7	2.7	3.6
Business	31.8	17.4	30.6	17.3	27.3
Journalist	1.7		4.6	4.0	3.2
Politician	2.6	5.8	1.4		1.9
Unemployed	13.3	13.0	7.1	20.0	11.8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>N</b>	<b>233</b>	<b>69</b>	<b>350</b>	<b>150</b>	<b>802</b>

Businessmen were majority of the respondents (27.3%) followed by students (25.2%), service holders (21.2%), unemployed people (11.8%) respectively, whereas the smallest group of the respondents were politicians (1.9 %).

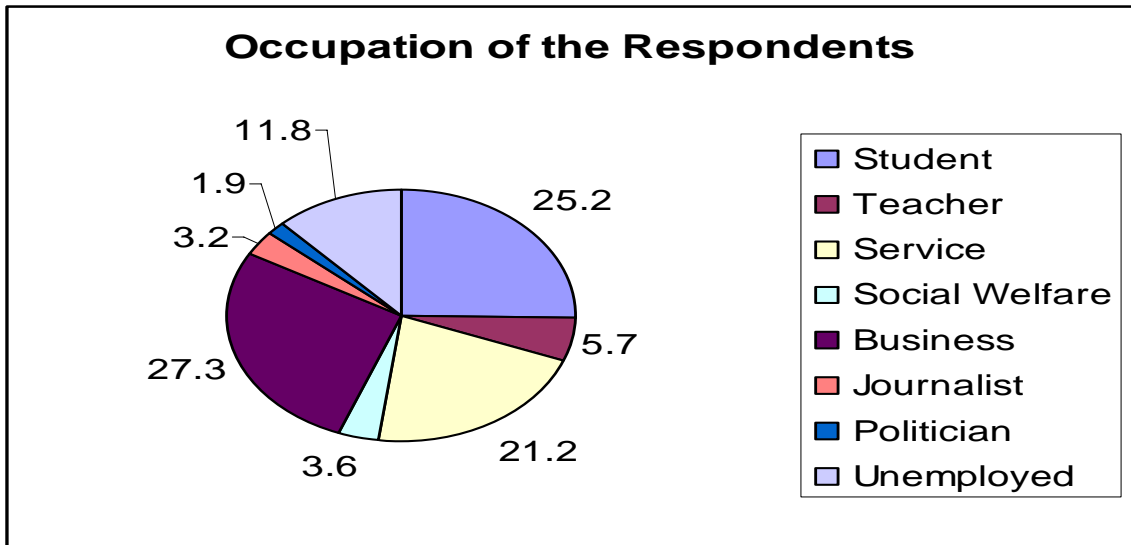
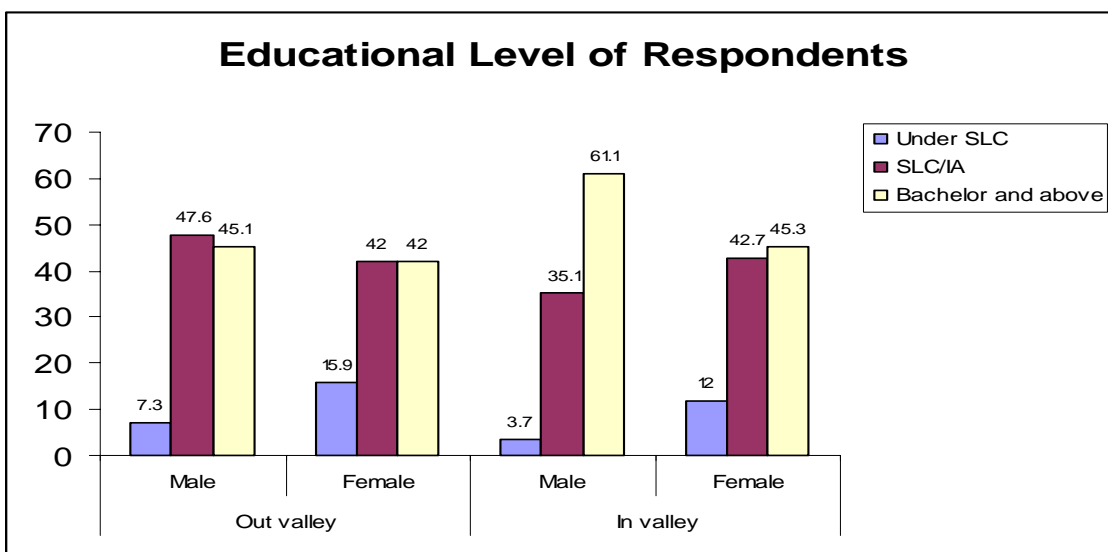


Table 3: Distribution by Education

Level of education	Outside valley		In valley		Total
	Male	Female	Male	Female	
Under SLC	7.3	15.9	3.7	12.0	7.4
SLC/IA	47.6	42.0	35.1	42.7	40.8
Bachelor and above	45.1	42.0	61.1	45.3	51.9
Total	100	100	100	100	100
N	233	69	350	150	802

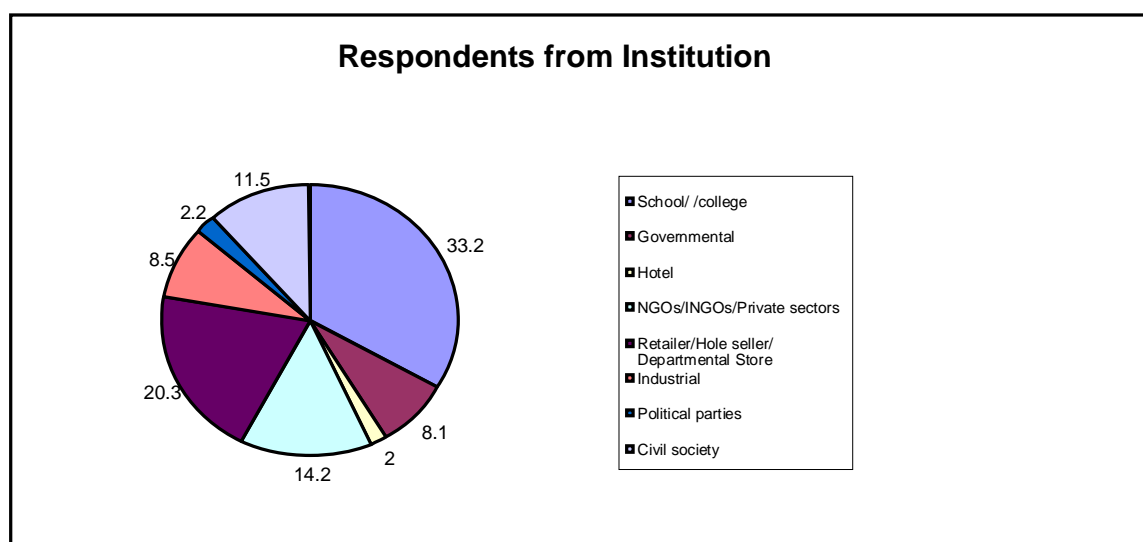
Majority of the respondents (51.9%) were graduates and followed by undergraduates (40.8%) . The smallest group of respondents were under S.L.C (7.4 %).



**Table 4: Distribution by Education institution**

Institution	Outside valley		In valley		Total
	Male	Female	Male	Female	
School/college	23.6	36.2	34.6	43.3	33.2
Government	6.9	8.7	10.9	3.3	8.1
Hotel	2.6	2.9	1.4	2.0	2.0
NGOs/INGOs/Private sector	15.5	15.9	13.4	13.3	14.2
Retailer/Wholeseller/ Departmental Store	17.2	15.9	24.9	16.7	20.3
Industrial	18.0	2.9	6.3	1.3	8.5
Political Party	4.3	4.3	1.4		2.2
Civil Society	12.0	13.0	7.1	20.0	11.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>N</b>	<b>233</b>	<b>69</b>	<b>350</b>	<b>150</b>	<b>802</b>

In this survey, the majority of the respondents (32.2%) were from school and colleges, followed by retailers wholesalers/departmental stores (20.3%). NGOs/INGOs/private sector (14.2%) respectively and politicians (2.2%).



## 5. FINDINGS

### SAMPLE CHARACTERISTICS

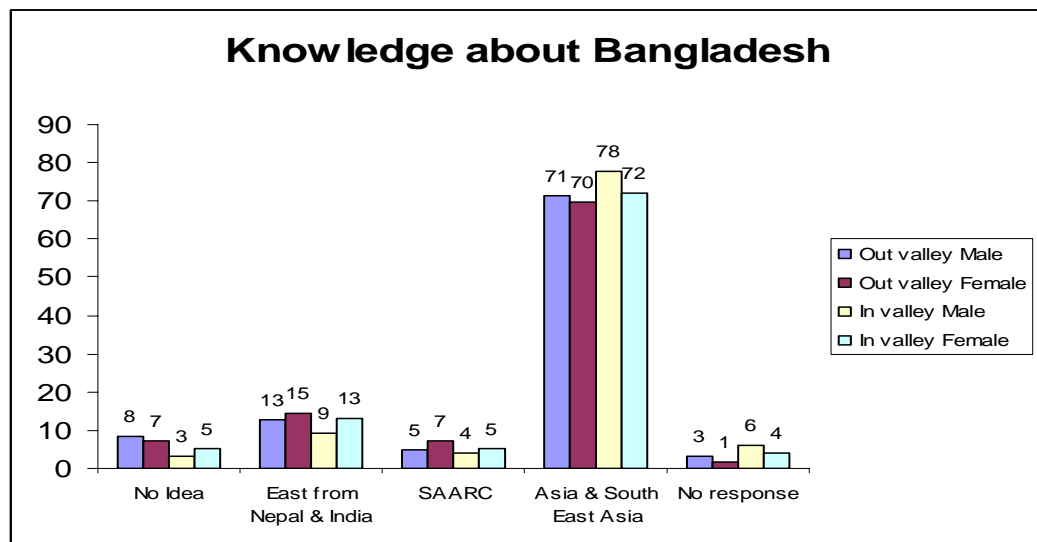
Country Priority calculated by weighted method according to respondents' priority order given	
Order of Priority	Country
First	India
Second	Bangladesh
Third	Pakistan
Forth	Maldives
Fifth	Bhutan
Sixth	Sri Lanka
<b>Total Respondents</b>	<b>802</b>

India was the first priority country of the respondents and second was Bangladesh whereas Sri Lanka was the last priority country among the respondents in South Asian countries.

### Section 1: General Perception: Image and Knowledge of Bangladesh

#### 1.1. Knowledge about Bangladesh

Whereas a very small percentage of the respondents indicated ignorance on Bangladesh, a quite large proportion could locate it approximately. (N=802)



#### 1.2. Image

Asked what image comes in their mind when they talk about Bangladesh, three-tenths (30%) said it was Flood and Tsunami, about one-eight said Port and Sea (12%) and less than one-twelfth said Fish (8%) (N=802)

### 1.3. Source of Information

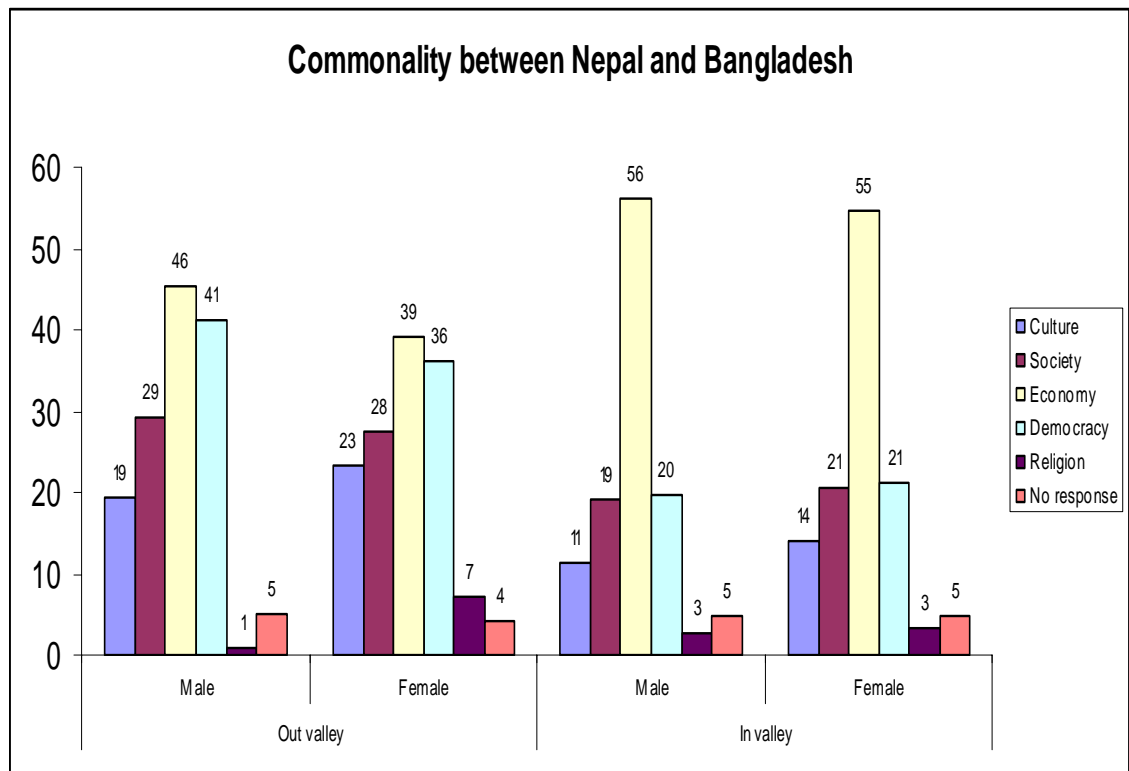
Over one-third (35%) cited friends, nearly six-tenths (58%) newspapers and two thirds (66%) TV /Radio / Movie as their source of information on Bangladesh (N=802)

### 1.4. Preferences on Bangladesh Products

Asked whether they had anything as an object of preference (liking) from Bangladesh, 19% said it was jute products and garments, 17% said fish and food, and 6% said culture and language (N=802)

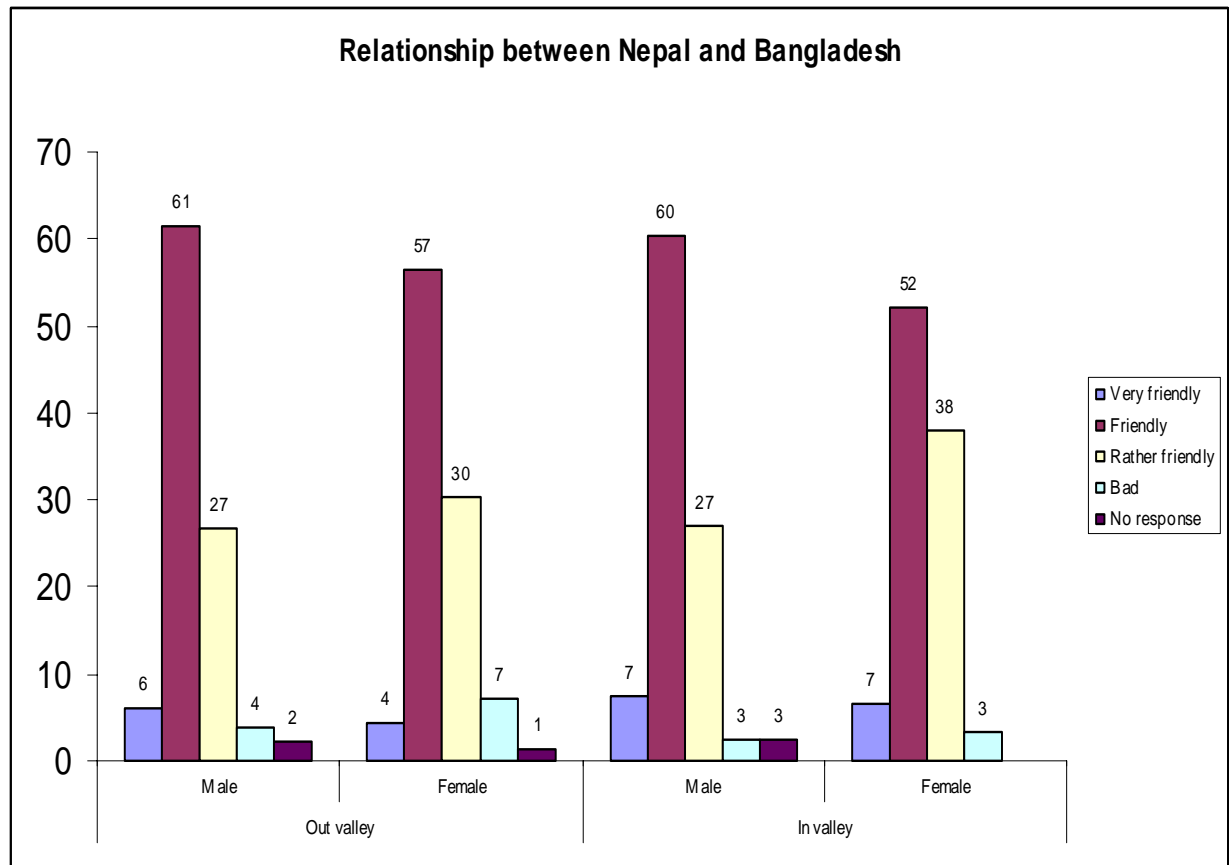
### 1.5. Commonality between Bangladesh and Nepal

When asked if the respondents perceived commonality between Bangladesh and Nepal, over half (51%) said it was economy, 28% said democracy, 23% said society, and 15% culture (N=802)



## 1.6. Perceived Relation between Bangladesh and Nepal

Asked to characterize the relation between the two countries, nearly six-tenths (59%) said it was friendly, nearly three-tenths (29%) almost friendly, and 7% very friendly. Only about 4% regarded it as bad. (N=802)



## 1.7. Scope for Improvement of Relations

When asked to name the areas where relations could be further improved, 46% cited economy, 26% politics, 18% technology, and 6% culture (N=802)

## Section 2. Preferences

### 2.1. Concept/Product/Idea associated with Bangladesh

When asked whether they had any thing in mind that they could associate with Bangladesh, more than one-fourth of the respondents said trade (27%), about one-tenth (9.5%) said local development, and 5% said politics and economy. (N=802)

## 2.2. Country Choice in Visiting

Asked which country in South Asia they would like to visit, the order of preference given was India (26%), Maldives (20%), *Bangladesh* (9%), Sri Lanka (14%), Pakistan (9%), and Bhutan (5%). (N=802)

## 2.3. Country Choice on Education

Asked which country they would prefer to send their children and relatives for higher studies, the choices received in order of priority were USA (24%), India (16%), *Bangladesh* (15%), Japan (12%), UK (10%), China (4%), and Australia (3%). It is interesting to note that both queries 2.2 and 2.3 Bangladesh ranks third as a preference. (N=802)

## 2.4. Learning Bangladesh Language

When asked whether they were interested to learn Bangla language, an overwhelming proportion of the respondents (92%) said yes. (n=802)

## 2.3. Preferences in learning South Asian Languages

Asked which of the languages of the region would they choose to learn, more than a third (36%) opted for Bangla, 31% said English, 16% Hindi, and 11% Urdu. (N=741)

## 2.4. Interest to Know about Bangladesh

Asked whether the respondents were interested to know about Bangladesh, eight-tenths (80%) said yes with only 14% giving a No response. (N=802)

## 2.5. Familiarity with Bangladesh Products

When a probe was done on whether the respondents were familiar with any products from Bangladesh available in the Nepali market, 12% cited jute products, 10% medicine, and 5% cosmetic goods. More than half (51%), *however, expressed unfamiliarity*. (N=802)

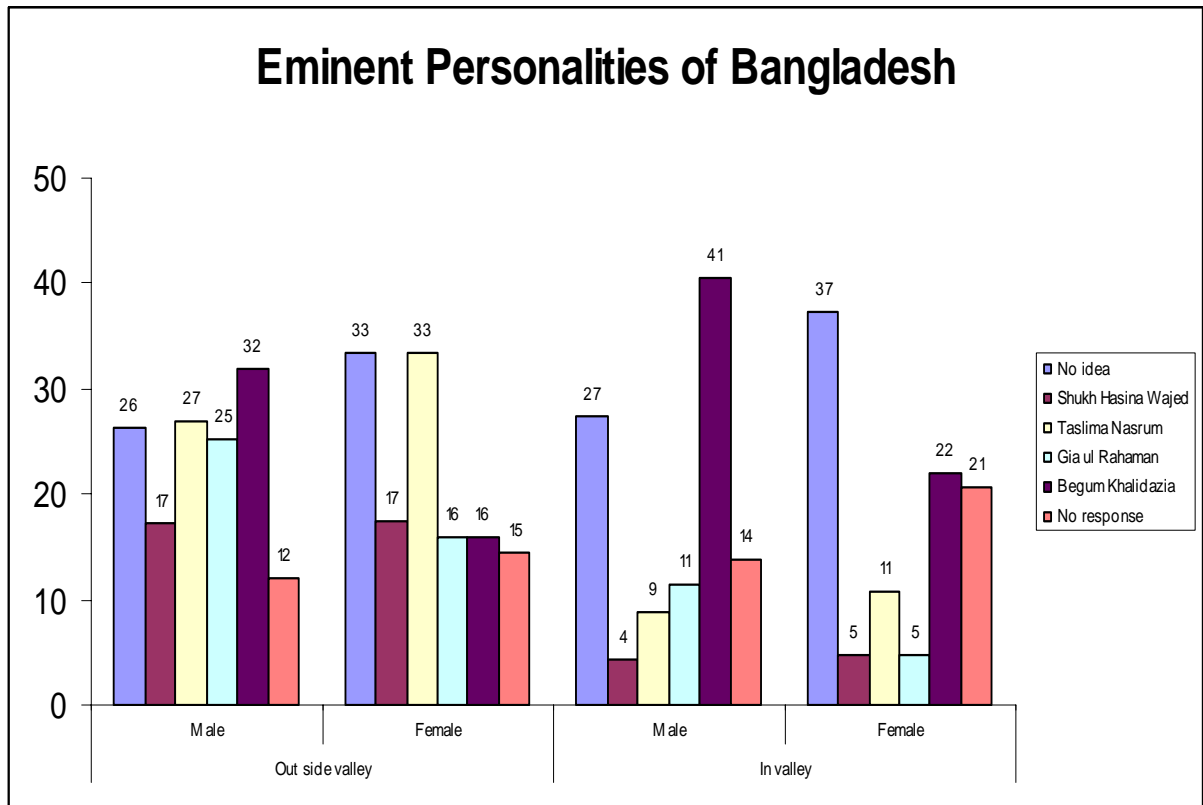
## 2.6. Comparison of Bangladeshi Products

Asked how the products of Bangladesh compare with those from the countries in the region (India, for instance) and China, whereas more than a third (36%) expressed ignorance, 16% said they were of the same quality, 10% held them to be cheap and good, but *the proportion of no response was fairly high in this case* (22%). (N=802)

## Section 3. Source of Information

### 3.1. Eminent Personalities of Bangladesh

When asked whether they knew the eminent personalities of Bangladesh, *about three-tenths admitted (29%) ignorance, and 15% did not respond*, but the persons named were Begum Khaleda Zia, Taslima Nasrin, Zia ur Rahman, and Sheikh Hasina Wajed figured. (N=802)



### 3.2. English Newspaper Choice in Nepal

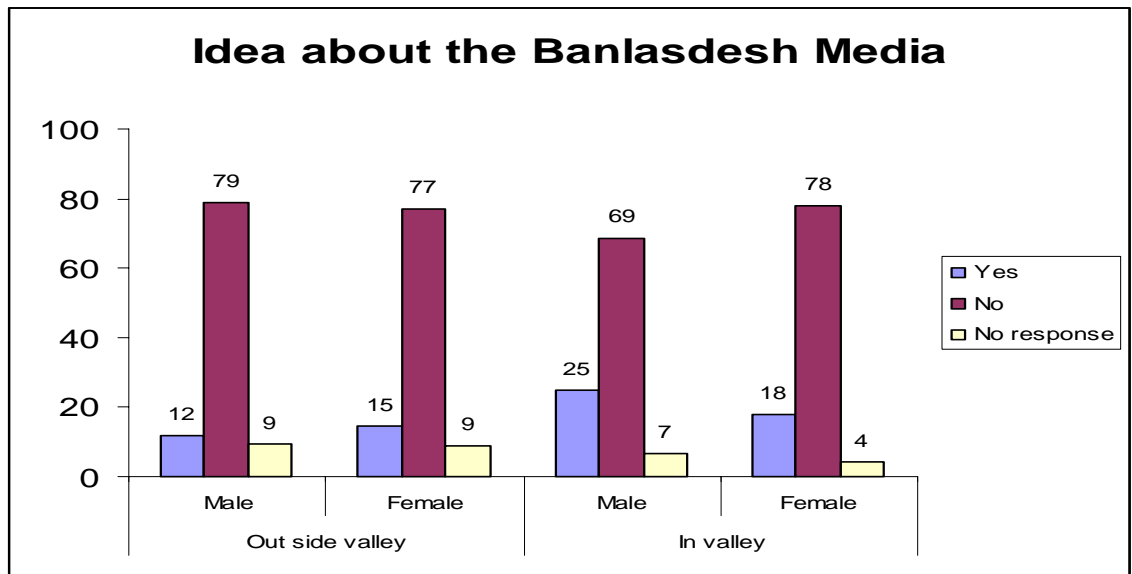
Asked which English newspaper in Nepal would they consider most popular, the choices cited over in order of ranking were: *The Kathmandu Post* (49%), *The Himalayan Times* (32%), *The Rising Nepal* (10%). (N=802)

### 3.3. Bangladeshi Newspapers as Possible Source of Information

When asked whether newspapers from Bangladesh could offer a more direct source of information between Bangladesh and Nepal, 72% said Yes, with only 16% giving a No. (N=802)

### 3.4. Idea about the Bangladesh Media

Asked if they had any idea about the Bangladeshi media, a very large *proportion of the respondents, about three-fourths (74%), expressed ignorance. Only 19%, that is, less than one-fifth, gave a positive answer.* (N=802)

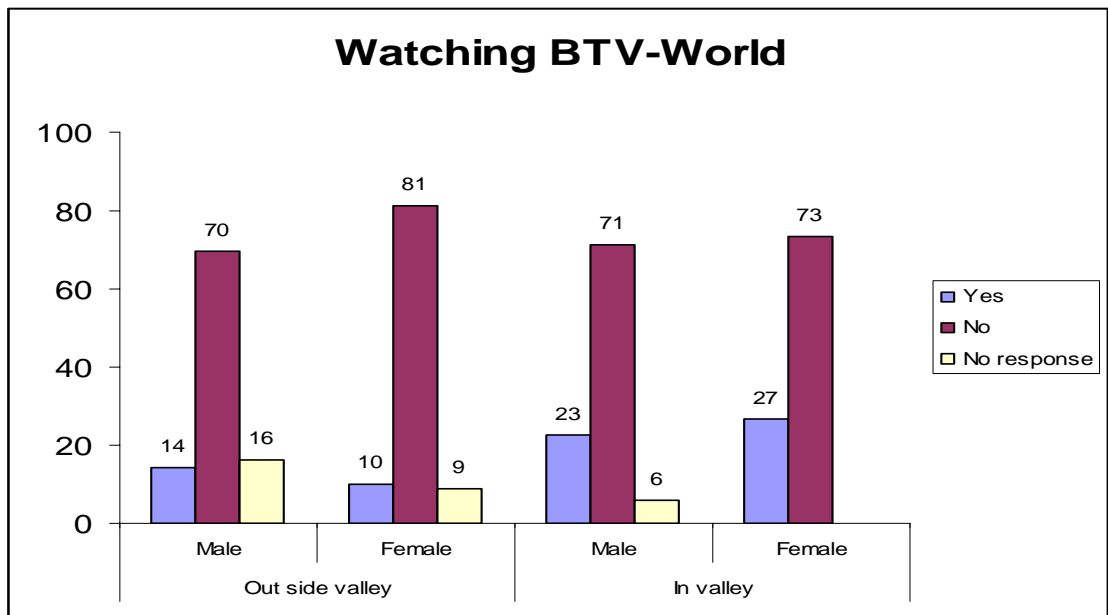


**3.5. Ability to Name English Dailies of Bangladesh**

Asked if they could name two English dailies of Bangladesh, *over eight-tenths of the respondents (84%) expressed inability; only 4% gave a positive response (N=802)*

**3.6. Watching BTV-World**

When asked whether they watched the BTV-World, *over seven-tenths (72%) said No. Only about one-fifth of them said they did (N= 802)*



### 3.7. Impression of BTV-World

Asked what kind of impression they have of the BTV-World, 57% regarded it to be fair, 22% nice, and 9% put it as poor (N=159)

### 3.8. Exchange of News and Information between Bangladesh and Nepal

When asked what they feel about the possible exchange of news and information between Bangladesh and Nepal, *nearly one-fourth (24%) admitted ignorance and one-third (33%) gave no response*, but among those who did, 33% cited news about Bangladesh from Kathmandu as one possible item and 4% opted for SAARC news (N=802)

### 3.9. Familiarity with Bangladeshi Movie

Asked if they had ever watched a Bangladeshi film, over eight-tenths (86%) said No. (N=802)

## Section 4. Impressions about People and Service

### 4.1. Meeting Bangladeshi Citizens

Asked whether they had ever met any Bangladeshi citizen so far, while about two-fifths (41%) said yes, *more than half (56%) gave a negative response*. (N=802)

### 4.2. Impression about Bangladeshi in Nepal

When asked how they found the Bangladeshi citizens visiting Nepal, *more than half (52%) of the responding group (N=326) said they were very friendly*, about 18% responded in a negative way, regarding them as arrogant or troublesome. (N=326)

### 4.3. Comparison with Other Nationals of the Region

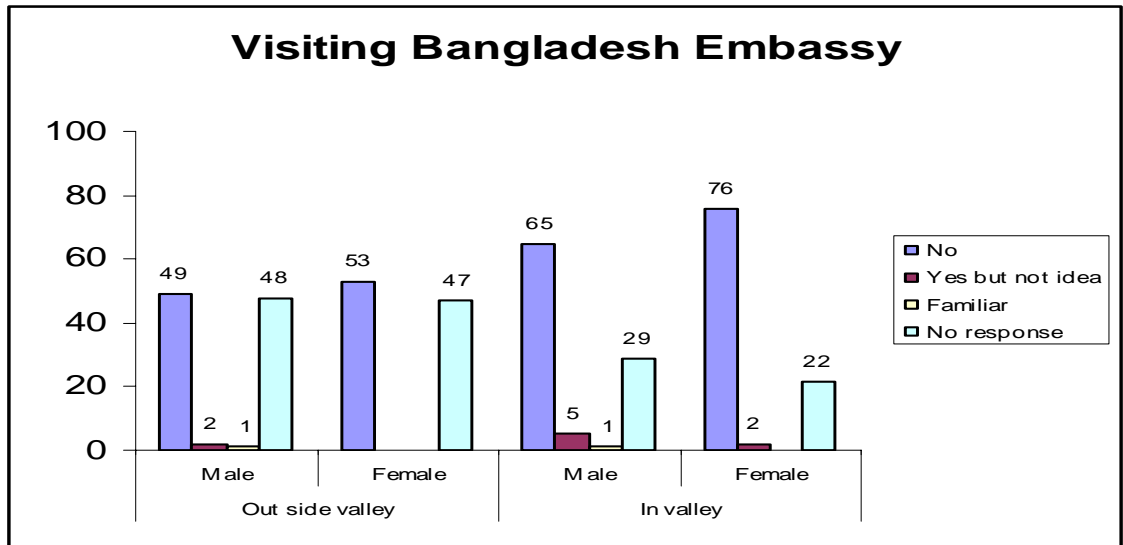
As a part of question related to above (Q2), when they were asked to compare the visitors from Bangladesh with nationals from other countries of the region, while *30% of those who responded (N=326) said they were friendly*, 15% expressed ignorance, with small proportions characterizing them negatively (N=326).

### 4.4. Using Bangladeshi Experience to Address Challenges in Nepal

When the respondents were asked whether Nepal could use any experience of Bangladesh to address its social, political, or economic challenges, while *about 21% gave no response*, among those who did, *one-third said they had no idea*, but nearly one-fourth (24%) cited political/economic experiences, 9% education/technology, 5% social reform, and 1.5% poverty alleviation. (N=326)

### 4.5. Visiting Bangladesh Embassy

Asked whether the respondents had ever visited the Embassy of Bangladesh in Nepal, *a quite high proportion (61%) said they had not*, with 4% saying yes but expressing inability to give out any impression and a bare 1% saying they were familiar. *The proportion of those without response, too, was quite a large (34%)*. (N=326)

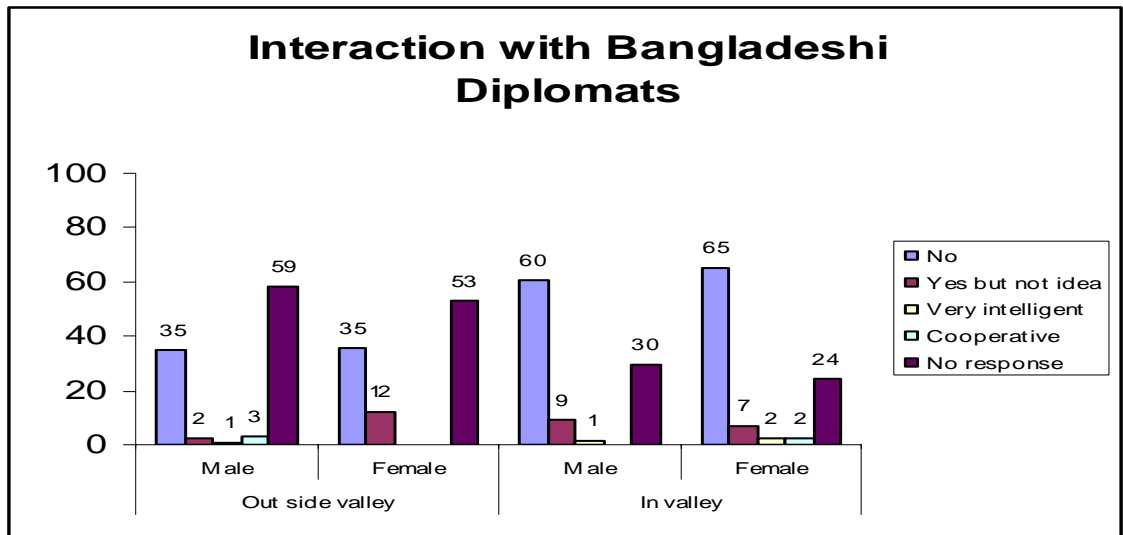


#### 4.6. Image of Service Rendered by the Embassy

Asked whether they feel the Embassy offered good service, about two-thirds (65%) gave a positive response, with 15% saying No, and one one-fifth (20%) giving no response (N=326)

#### 4.7. Interaction with Bangladeshi Diplomats

Asked whether they had ever interacted with Bangladeshi diplomats, more than half (52%) said they had not, only 7% giving a yes, and 38% falling in the No Response category (N=326)



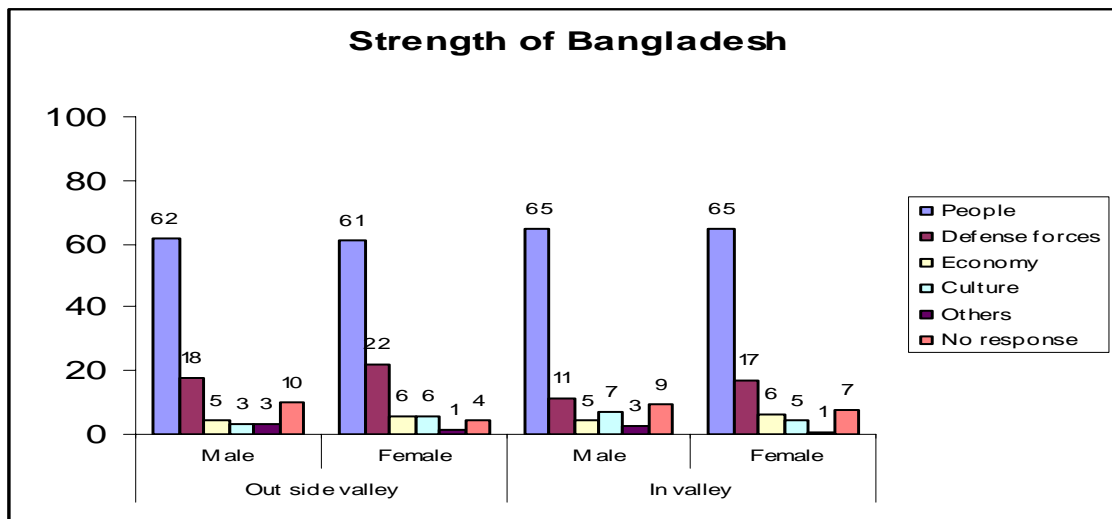
#### 4.8. Role of the Embassy

When the respondents were asked if they considered the Embassy to be playing an active role in promoting values important to Bangladesh and the bilateral interests of the two neighbors Nepal and Bangladesh 39%, that is about two-fifths, did not respond, but 41% gave a negative response, with a mere 9% saying yes, but adding they had no specific idea about it. A very small percentage did say that it had been promoting bilateral understanding (4%) or trade exchange (2%) (N=326)

## Section 5. The Role of Bangladesh in Regional and Global Affairs

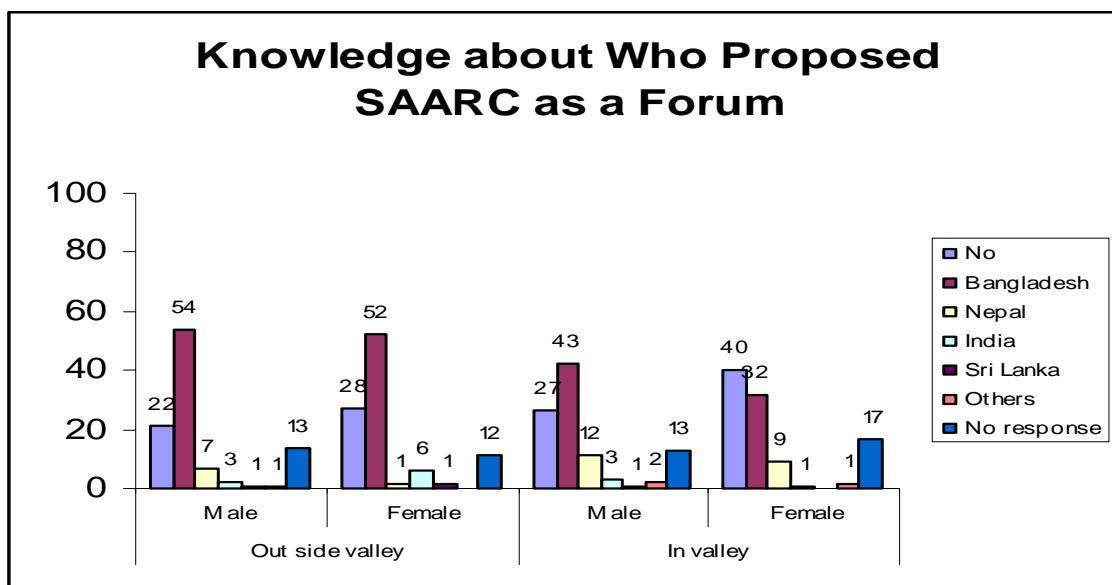
### 5.1. Strength of Bangladesh

Asked whether they could tell what the strength of Bangladesh was, while nearly *two-thirds (64%)* said it was *its people*, 15% mentioned security forces, 5% economy or culture as the responses. (N=802)



### 5.2 Knowledge about Who Proposed SAARC as a Forum

When probed whether they could tell who had proposed SAARC as a forum, 28% expressed inability to do so, but 45% could name *Bangladesh*. (N=802; NR =14%)



### 5.3. Pace of SAARC

Asked if they thought SAARC has moved forward, *45% said it has not.* (N=802; NR=27%)

### 5.4. Awareness of Bangladesh as an Active Member of LDC Camp

When asked whether they see Bangladesh as an active member of the LDC group promoting the interests of smaller countries such as Nepal, *46% gave a No response*, with 7% saying Yes but with no idea, 6% citing better diplomatic relations, and smaller percentages citing trade (2%), provision of port facilities 1%, and economic assistance (3%). A substantial part (32%), however, did not respond. (N=802)

### 5.5. Bangladeshi Stand on Regional/Global Issues

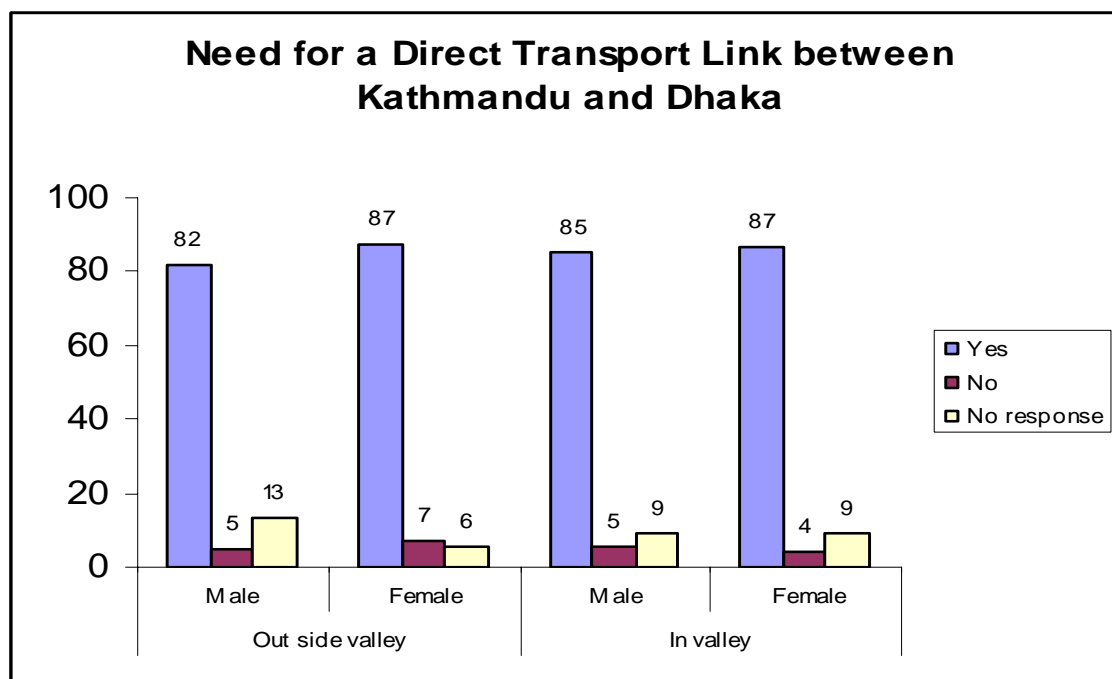
Asked whether they had any comment on the stand taken by Bangladesh on regional and global issues, seven-tenths (72%) said they had none. Very small percentages of those responding positively could identify the issues like democracy, bilateral trade, independence, or transit points (percentages ranging between 0.1 and 2.6). (N=802, NR=19%)

### 5.6. Awareness of Current Level of Cooperation

When asked whether they were aware of the existing level of cooperation between the two countries, a very high percentage (49%) expressed ignorance, with a minuscule figure able to identify the sectors. (N=802, NR=23%)

### 5.7. Need for a Direct Transport Link between Kathmandu and Dhaka

Asked if they feel a need for a direct bus service between Kathmandu and Dhaka, *a quite high percentage (85%) said they did.* (N=802)



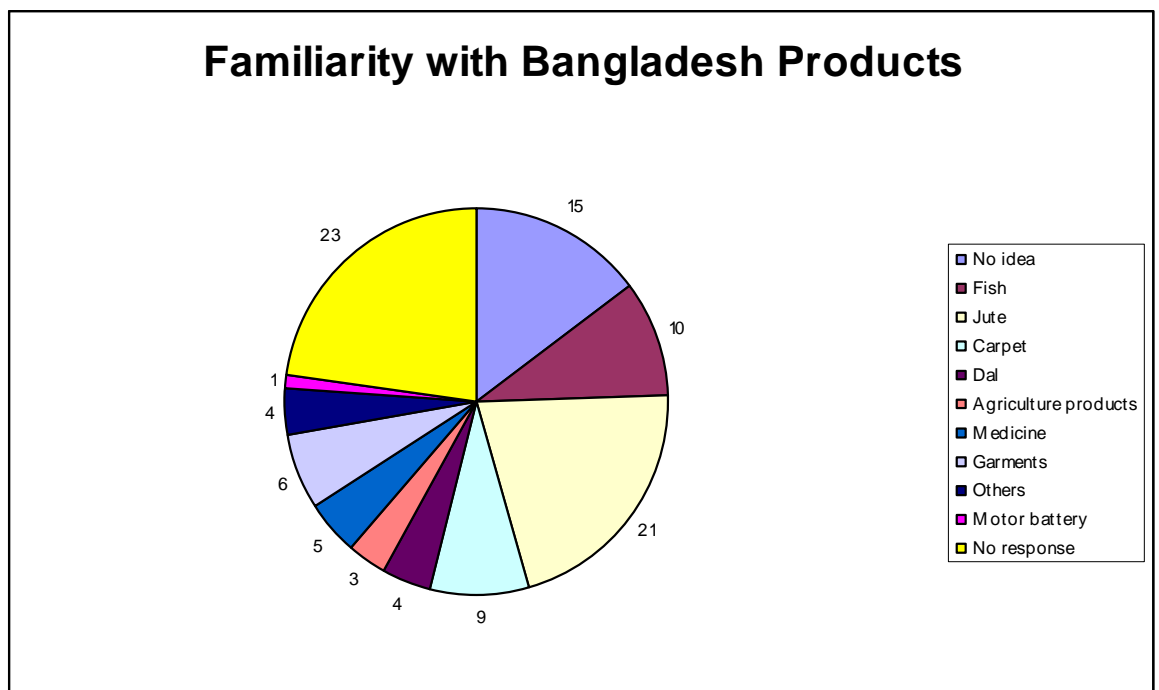
## Section 6. Consumers & Department Stores

### 6.1. Major Exports of Bangladesh

When asked whether the respondents knew about the major exports of Bangladesh, slightly less than one-fifth of them said they had no idea, about a quarter (26%) said it was jute, the other responses ranking in declining order were medicine (10%) fish (8%), wheat / garments (8%), and rice (6%). (N=176, NR=19%)

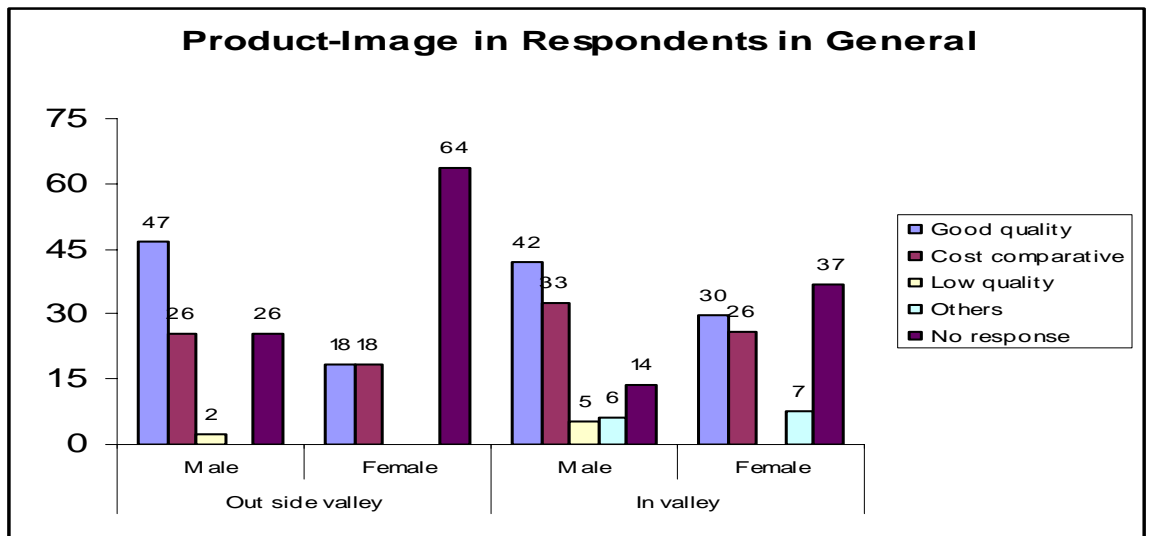
### 6.2. Familiarity with Bangladesh Products

Asked whether they had ever heard or seen any exports of Bangladesh, 15% said they had no idea but among those who had, 21% said it is jute, 10% fish, 9% carpet, 6.3% garments. (N=176, NR=23%)



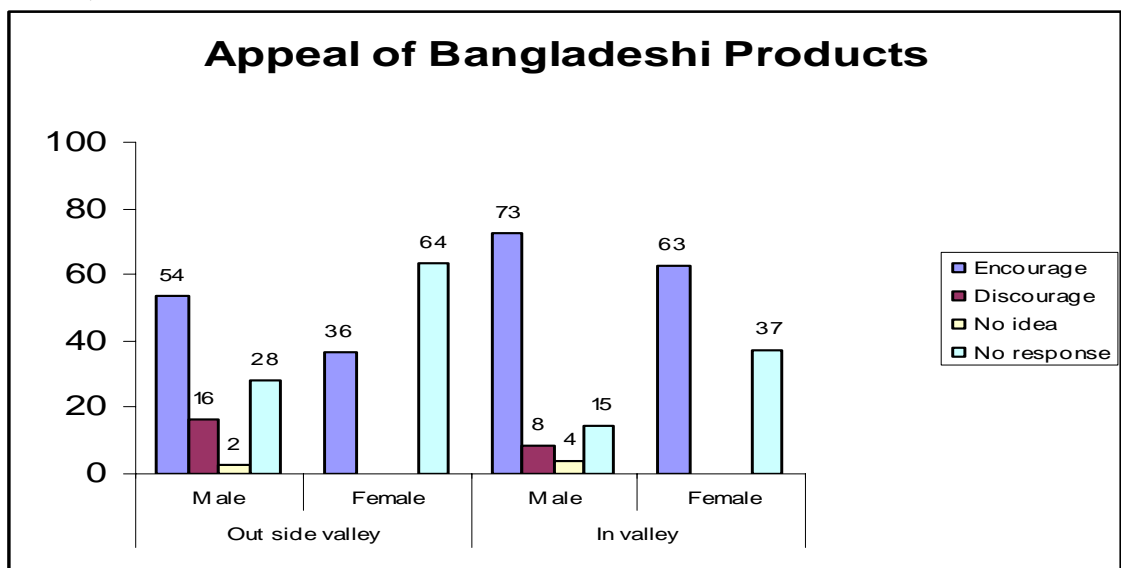
### 6.3. Product-Image in Respondents in General

Asked what kind of image comes to mind on seeing a Bangladeshi product, the responses were good quality (40%), and comparative cost (29%). (N=176, NR=23%)



#### 6.4. Appeal of Bangladeshi Products

When asked if the products of Bangladesh encourage or discourage them to buy them, *nearly two-sixths of the respondents (64%) said they encouraged*. Just 8% gave a negative response. (N=176, NR=24%)



#### 6.5 Element of Product Appeal

Asked what encourages them to buy the products of Bangladesh, *58% said it was their cheapness and good quality*, but 7% said they had no idea. *The No\_Response group here was fairly large, 24%.* (N=115)

#### 6.6. Product Image among Buyers

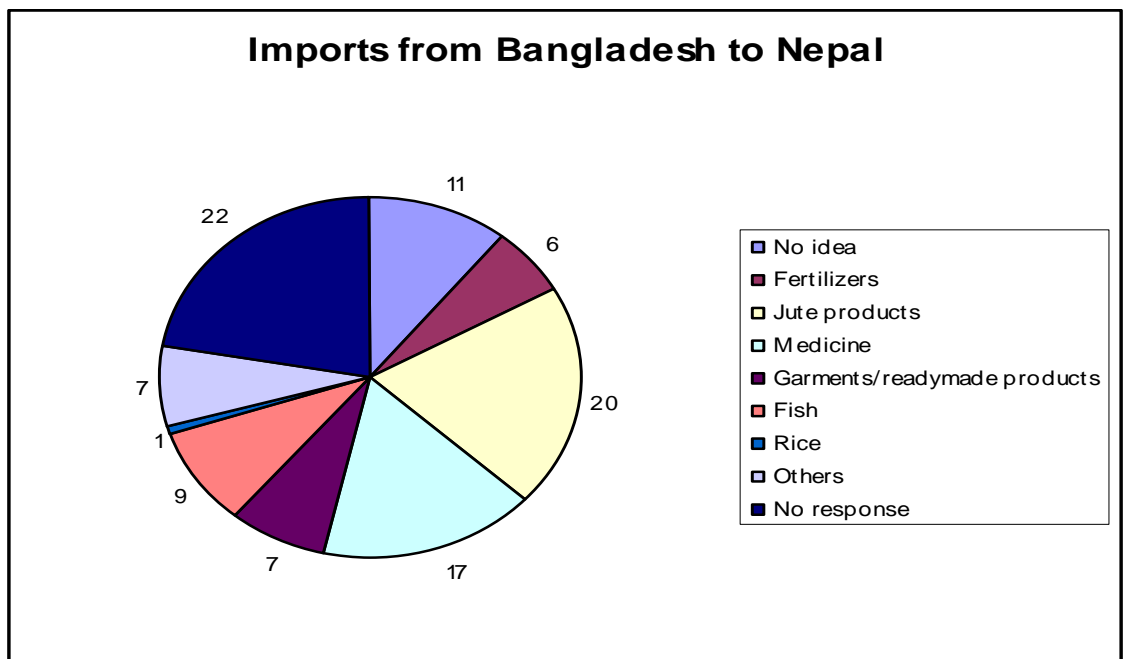
When the buyers of Bangladesh products were asked what impression they had of the products, *over one-third (34%) said it was their good quality, 21%\_said fair quality.* The *No\_Response* proportion remained large: 19% (N=115)

**6.7. Exports from Nepal to Bangladesh**

Asked whether they knew which products Nepal exports to Bangladesh, *one quarter said they had no idea*, but 18% said it is agriculture products, 11% said rice, 6% said herbs, 4% said wool/carpet, and 3% said handicrafts. The *No\_Response* group was quite large: 28%. (N=176)

**6.8. Imports from Bangladesh to Nepal**

When asked what Bangladesh exports to Nepal, 20% said it was jute products, 15% named medicine, 9% cited fish, 7% garments/ readymade products, and 6% said fertilizers. At last 11% said they had no idea and the *No\_Response* proportion remained high 22%. (N= 176)



**6.9. Joint Venture Investment**

Asked if joint venture investment could help both sides, one quarter denied knowledge, but almost the same proportion cited the lack of traveling facilities with 18% mentioning weak trade exchange characterizing the existing investment regime. (N=176, NR=27%)

**6.10. Hurdles in Bilateral Venture**

Asked to cite ways to overcome the hurdles in bilateral ventures, over two-fifths (41%) suggested developing a common policy, 6% went for developing economic ideas, 4% opted for more robust activity with others choosing bilateral studies or road access (both 3.4%) or tax rebate (2%). About (11%) remained without suggestion. *No\_Response* share remained large: 29%. (N=176)

**Section 7. Departmental Stores: Additional Questions**

**7.1. Sources of Country of Origin of Products in the Store**

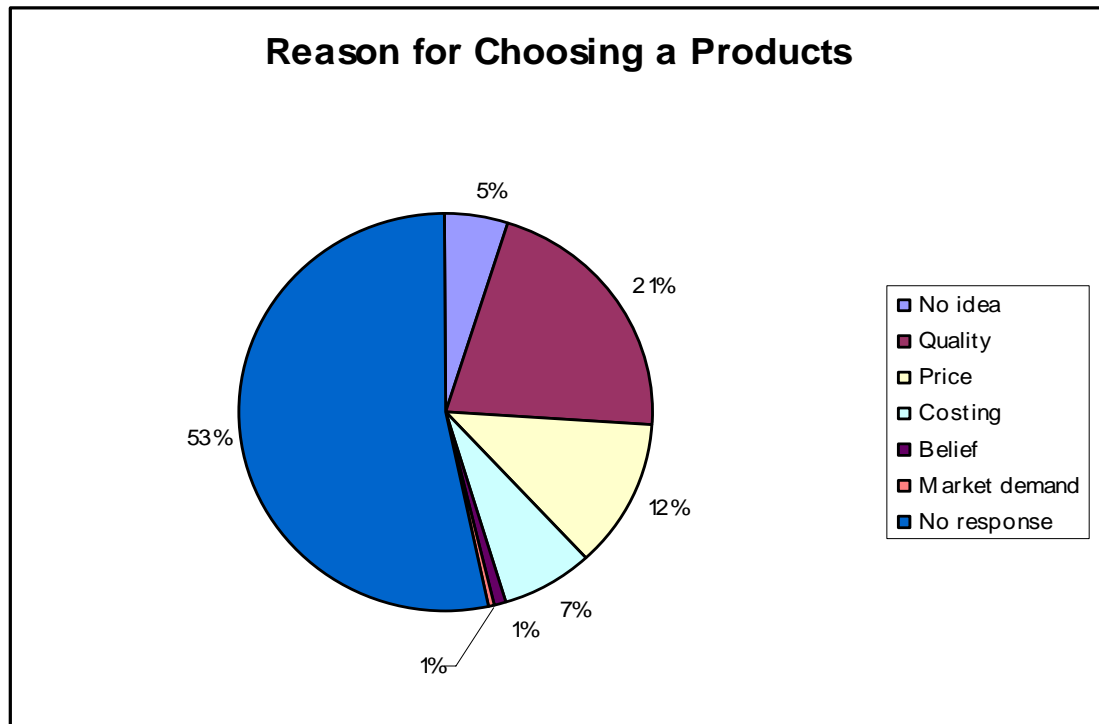
Asked about the sources of products put in store, the responses that came in declining order were: India 23%, Nepal 11%, China 11%, Bangladesh 1%, Japan 0.6%. Nearly half of the respondents gave no response (48%). (N=176) (NR=176)

**7.2. Basis of Source Selection**

Asked about the reason for selecting the countries for their products on sale, the responses given in declining order were: quality (23%), price 14%, packing 3%, finishing 0.6%. More than half, however, gave no response (52%). (N=176) (NR=176)

**7.3. Reason for Choosing a Product**

Asked what determines their choice, the responses in declining order were: quality 21% and price 19%. Over half gave no response: 53%. (NR=176)



**7.4. Familiarity with Products of Bangladesh**

When asked whether they were familiar with the products of Bangladesh, nearly one-third said they were not (32%), and over half did not respond (53%). But 11% expressed familiarity. (N=176)

**7.5. Including Bangladeshi Products in Store**

When asked whether they put the products of Bangladesh in their store, nearly one-fourth said they did (23%). However, 27% replied in the negative with nearly half of the respondents failing to respond (49%). (N=176)

**7.6. Trying to Sell Bangladeshi Products**

When asked if they would be interested to try some Bangladeshi products in their store, over a quarter said yes (27%), but 16% gave a negative response, more than half (57%) did not respond. (N=176)

**7.7. Suggestions on Trying Bangladeshi Products**

Asked for suggestions to make such trials possible, the respondents gave the following responses (in declining order of strength): improve the quality 11%, import Bangladeshi products 7%, make

the transport system easier 4%. But at least 11% denied they had any idea about it and *a very large proportion (60%) gave no response.* (N=176)

**7.8. Knowledge about Joint Venture Projects**

When asked whether they know about the joint venture projects existing between Bangladesh and Nepal, nearly two-fifths (38%) expressed ignorance, and *more than half of the respondents (53%) gave no response.* But a very small proportion could cite banking (6%) and pharmaceutical industry (3%). The non-response category, as above, remained high: 53%. (N=176)

**7.9. Can Joint Ventures Help?**

Asked if joint ventures could help both sides, 23% said yes, but more than that proportion, 26%, gave a 'no' response. More than half failed to respond (51%). (N=176)

**7.10. Impressions of Joint Ventures**

When asked about the kind of impressions of such enterprises, 11% said they had no idea, *but 31% said it was good*, with over half (53%) failing to respond (N=176)

**Section 8. Chamber Leaders & Other Entrepreneurs**

**8.1. Reason for Building Bangladesh Land Port**

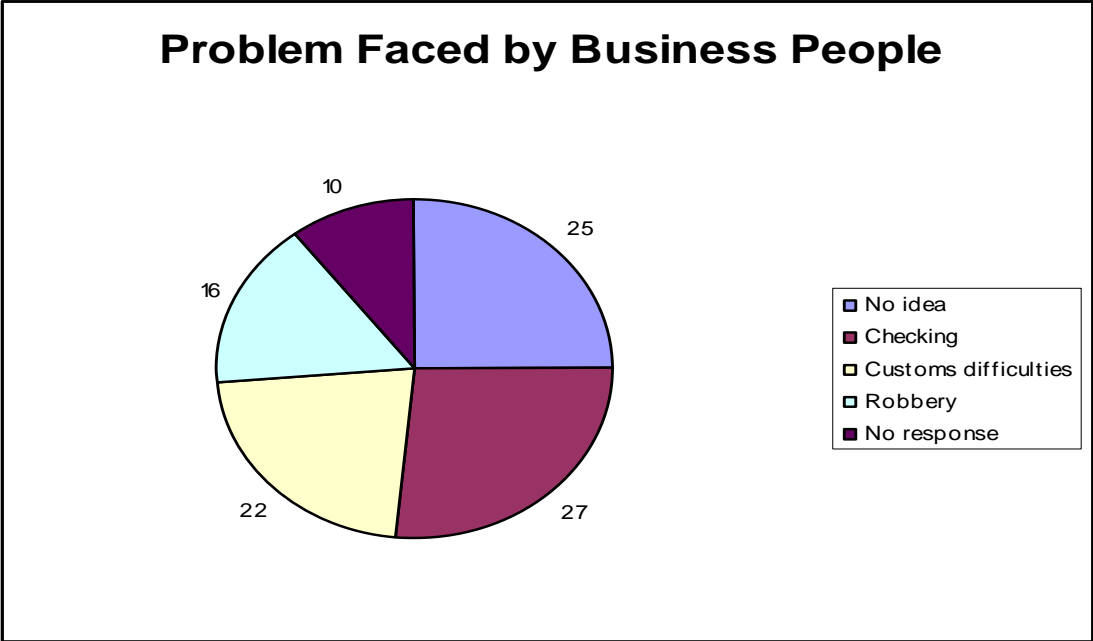
When asked whether they know why Bangladesh Land Port was built, nearly eight-tenths of the respondents (79%) gave promotion of bilateral trade as the reason, but 10% said they had no idea.

**8.2. Information on Road Infrastructure in Bangladesh**

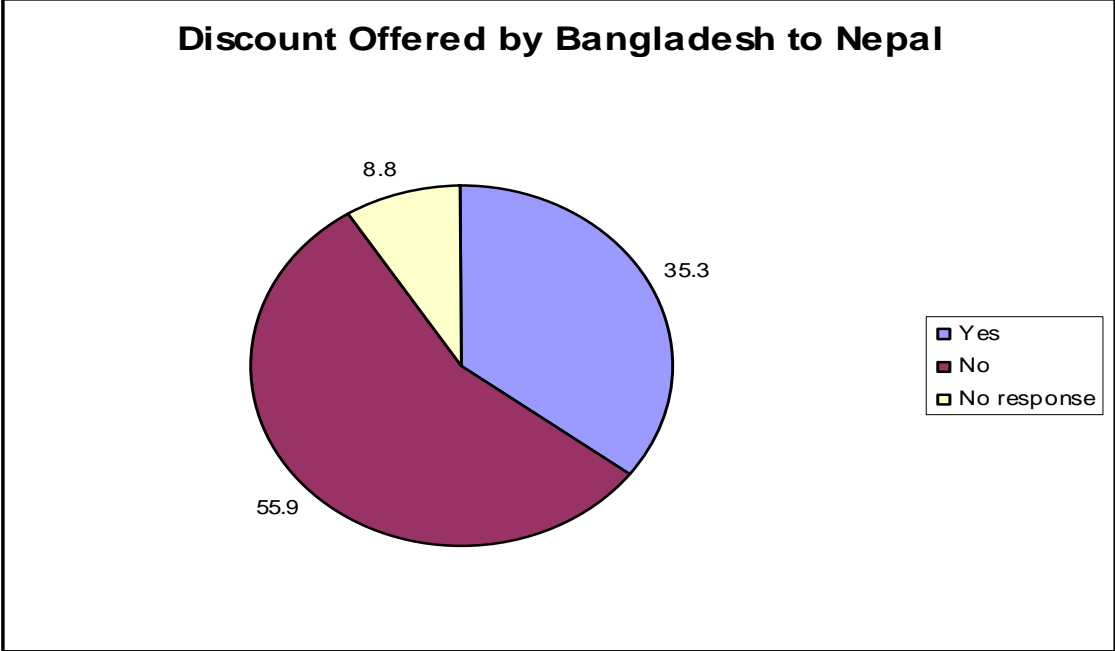
Asked whether they had any idea about the road infrastructure in Bangladesh, *half of the respondents (50%) expressed ignorance*, and 13% said they had never visited the country, but 9% said the roads were wide. One-tenth could name the Fulbari Mongla Road and 6% believed the roads were poor. (N=68, NR=12%)

**8.3. Problems Faced by Business People**

When asked whether they were aware of the problems faced by business people in Kakarvitta (Panitanki) and Fulbari (Bangladesh), one - fourth of the respondents admitted ignorance. Other responses in declining order were: Checking 26%, Customs hassles 22%, Robbery 16%. (N=68, NR=10)



**8. 4. Discount Offered by Bangladesh to Nepal**  
 Asked whether the respondents knew about the discount offered by Bangladesh to Nepal for using Mongla port, over one-third said they knew, but a much larger portion (56%) denied knowledge. (N=68, NR=9%)



**8. 5. Waiver of Visa Fee by Bangladesh for Tourists from Nepal**  
 Asked whether they knew that Bangladesh has waived visa fees for tourists from Nepal, over one-third of the respondents (34%) said they did, but *nearly six-tenths (57%) denied such knowledge.* (N=68, NR=9%)

**8. 6. Reluctance of Business People to Use Mongla Port**

Asked how they assess the reluctance of business people to use Mongla Port, Nearly *one-third of the respondents (31%) expressed ignorance about it,* but others gave reasons in the following declining order: customs rebate 21%, port facilities 16%, amenities 6%, personal relations 2%. *The No Response group was large.* (N=68)

**8. 7. Use of Mongla Port**

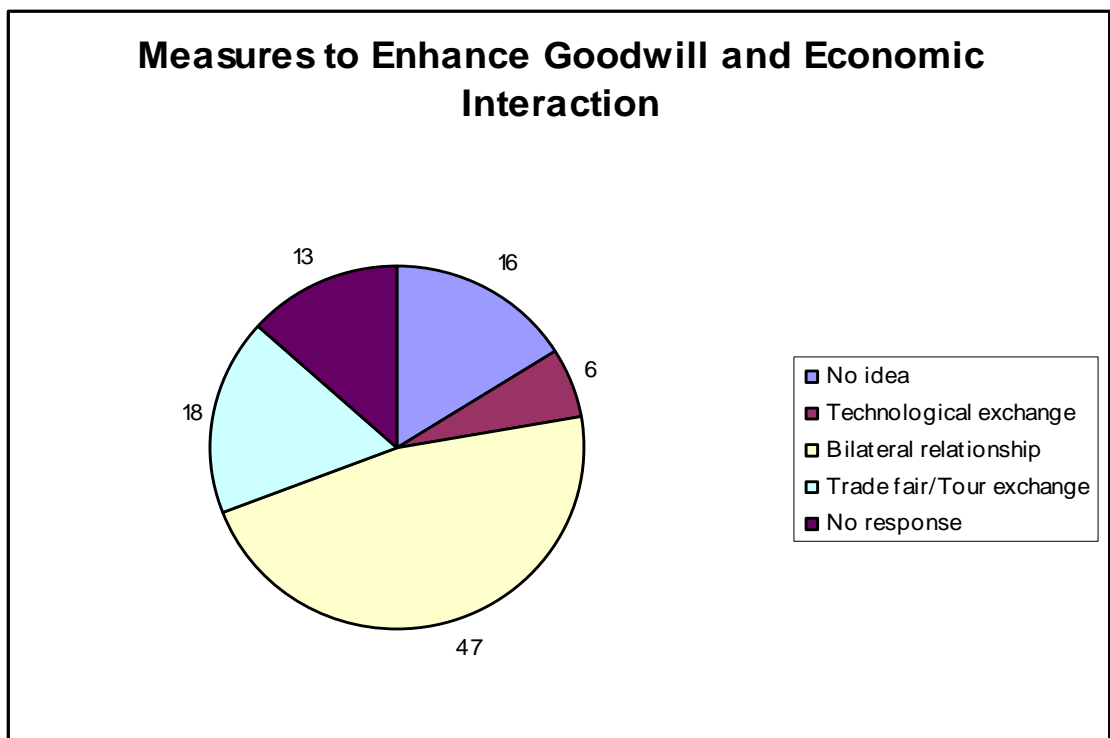
When asked whether they had ever used Mongla Port, a very high portion (72%) said they had never and those using it once or twice figured at 10% whereas the proportion of multiple-time users was minuscule 2%. (N=68)

**8. 8. Elements to Boost up Mongla Port**

When asked to name the factors that could boost up the use of Mongla Port, *nearly one-third (32%) expressed ignorance,* but over one-fourth (26%) named improvement of port facilities and 16% gave safety and ease as the other factor. At least one-fourth gave no response. (N=68)

**8. 9. Measures to Enhance Goodwill and Economic Interaction**

Asked to suggest measures to promote goodwill and economic cooperation between the two neighbors, 16% expressed ignorance, but 47% cited improvement of bilateral relationship, 18% named promotion of trade fair/tour exchange, and 6% went for exchange of technology. (N=68; NR=13%)



**8. 10. Bus Service between Dhaka and Kathmandu**

When asked whether a direct bus service between Dhaka and Kathmandu could help in promoting goodwill and economic cooperation between the two neighbors, as many as three-fourths (75%) of the respondents gave a positive response (only 2% said No). But nearly one quarter of them (24%) did not respond. (N=68)

**8. 11. Managing Water Resources in Nepal**

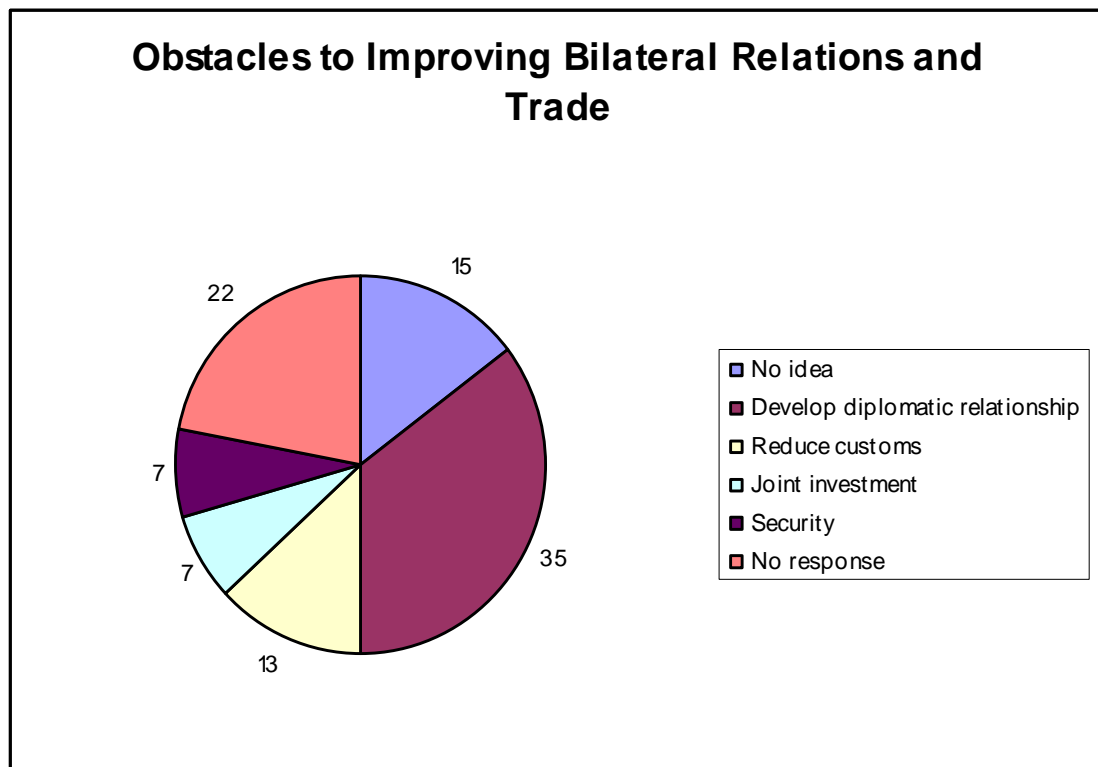
Asked whether the water resources of Nepal should be managed at a regional level for the benefit of all riparian countries, *nearly nine-tenths (88%) gave a positive response* with only 12% giving a 'no'. (N=68)

**8. 12. Regional Approach to Common Issues**

When asked whether a regional approach to the issues of economy, environment, and disaster management would serve the interest of all countries in the region, over eight-tenths of the respondents (84%) again said yes, only 15% responding in the negative. (N=68)

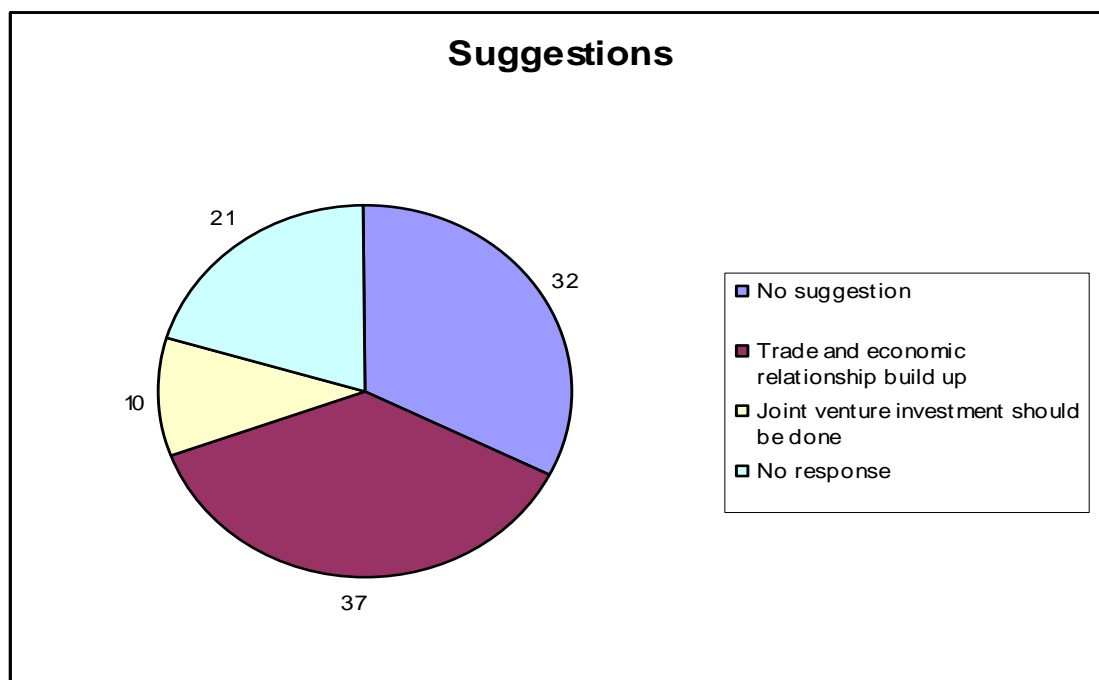
**8. 13. Obstacles to Improving Bilateral Relations and Trade**

Asked to identify the problems in improving business and bilateral relations between the two neighbors, 15% denied knowledge, but the problems cited in declining order of strengths were: development of diplomatic relationship 35%, customs rebate 13%, joint investment and security 74%. The NR proportion remained fairly large: 22%. (N=68)



#### 8. 14. Suggestions

When asked whether they had any other suggestions in this regard, about one-third (32%) gave none, but others came out with the following measures (in decline order): promotion of trade and economic relations 37%, joint venture investment 10%. NR remained high at 20%. (N=68)



## 5. KEY OBSERVATIONS: A SUMMARY

In what follows an attempt is made to boil down the findings of the main text into key observations divided into the relevant theme headings (the numbers in parentheses refer to the questions).

### 5.1 Knowledge And Image Of Bangladesh And Its Role

Whereas substantially large proportions of the respondents could locate Bangladesh and knew about it (1.1), eight-tenths appeared interested to know about it (2.6). Quite a large proportion looked familiar with the role of Bangladesh in proposing SAARC as a regional forum (5.2), but all the almost half believed it has not been moving forward (5.3) and while they regarded the people of Bangladesh as its main strength (5.2), a substantial part of the respondents failed to see Bangladesh as an active member of the LDC group (5.4), or to identify the stand taken by that country on regional and global issues (5.5), or even the current label of cooperation between Bangladesh and Nepal. (5.6). The respondents tended to associate Bangladesh with fish or flood, tsunami, port, and sea (1.2), trade local development, politics, and economy (2.1).

### 5.2 Source of Information

Electronic media were the largest source of information on Bangladesh followed by press and personal communication (1.3).

### 5.3 Relations Between Bangladesh And Nepal

A very large proportion held the relation to be friendly (1.6) with a substantial proportion regarding economy, democracy, society, or culture as common between the two neighbors (1.5).

### 5.4 Preferences

The choices ranked in order of priority by the respondents were jute products and garments, fish and food, and culture/language (1.4). Bangladesh ranked third in the region as a country of choice for visit (9 % obtained for opting in a 802 sample) (2.2) and comes third again in their country choice on education (15 % opting for it) of their children below USA and India (2.3). #Another very good news is the overwhelming proportion of people who want to learn Bangla language (92 % out of 802 said yes) (2.4). Actually, among the languages of the region, Bangla ranks at the top with 36 percent choosing it (2.5).

### 5.5 Familiarity with Bangladesh

#### (A) Products

The respondents usually identified with Bangladesh were jute, medicine, cosmetic goods (2.7), fish, wheat/garments, rice (6.1), or carpet (6.2) which were regarded to be of good quality and comparatively affordable (6.3). It is interesting to note that out of the 176 consumers and departmental store respondents, nearly six tenths thought them to have appeal value (6.4, 6.5). Even among the buyers, a substantial portion (56 %) held the product to have fair quality (6.6). Relatively fewer people knew about the trade items exported or imported between Bangladesh and Nepal (6.7, 6.8). As for products kept in store, quality and price appeared to be the two determining factors (7.2, 7.3), but on products of Bangladesh, there seems to be wide ignorance (7.4, 7.5, 7.6), and as a neighbor, Bangladesh ranks fourth with only one percent saying they had put its products in their store (7.1). A fairly high proportion, however could not specifically compare Bangladeshi products with those from other countries (2.8).

#### B. People

The respondents who could identify the eminent public figures of Bangladesh were not large in number (3.1). More than half had never met a Bangladeshi citizen (4.1), although those who had met by and large carried a positive image of the Bangladeshi citizen (4.2,4.3).

### C. Institutions and Associations

Whereas among the media, The Kathmandu post, The Himalayan times, and The Rising Nepal looked most popular among the respondents (3.2), they also believed that newspapers from Bangladesh could become a more direct source of information (3.3). But a very large proportion (74% out of 802) expressed ignorance (3.4), with 84% unable to name the English dailies from there (3.5), seven-tenths saying they had never watched BTV world (3.6), and over eight-tenths saying they had never seen a Bangladeshi film (3.9). Interaction with the Embassy of Bangladesh or its diplomats appears to be at a very low level (4.5, 4.7). Although on the service rendered, the opinion of a majority looked positive (4.6), its overall role in promoting the bilateral interest was not (4.8).

## 6. POLICY MEASURES AND RECOMMENDATIONS

What can be suggested on policy measures at this point? Quite a few, some of which at least demand immediate attention.

- Steps need to be taken to improve relations in economy, politics, technology, and cultural areas (1.7).
- Newspapers from Bangladesh can be introduced as a more direct source of information, although a larger coverage of the issues and information related to Bangladesh in the three most popular national dailies can also help (3.2. 3.3).
- Since in the political/economic arena, in education/technology, social reform, and poverty alleviation, Bangladesh has considerable experience, Nepal can use it to address the developmental challenges (4.4).
- A very high proportion of the respondents recognized the need for a direct bus service between Kathmandu and Dhaka. It is a step that ought to be taken to materialize it (5.7).
- The lack of traveling facilities and weak trade exchange figure as two main hurdles in promoting joint ventures. Apart from addressing these two problems, development of a common policy and economic approaches, bilateral studies, road access, and tax rebate could be other measures (6.10).
- Promotion of business and trade with Bangladesh products in Nepal will demand increase in import products, customs, rebate (8.6, #8.13), quality improvement, better transport (7.7), reduction in customs hassles (8.3), and improvement of port facilities (8.8). The widely prevalent ignorance on quite a few issues such as joint venture projects existing between the two countries (7.8), the wide ignorance about their utility (7.9), or even value (7.10), about the road infrastructure in Bangladesh (8.2), on the discount offered by Bangladesh to Nepal for using Mongla Port (8.4), or even the waiver of visa fee for Nepali tourists (8.5), indicate the need for an aggressive drive for information and publicity by the authorities concerned.
- A broad consensus appears to exist among the respondents that the water resources of Nepal have to be managed at a regional level for the benefit of all the riparian countries (8.11), that trade and economic relations as well as joint venture investments need to be increased and promoted (8.14), that trade fair/tour exchange and technological exchange can promote the goodwill and economic cooperation between the two countries (8.9), and that a regional approach to the issues of economy, environment, and disaster management will have to be taken to serve the interest of all countries in the region (8.12).
- Since the survey adopted a purposive sample, its findings should be interpreted with caution. Still it generates quite a few observations that could be of potential use in state policy and planning. It also gives food for thought to generate new hypotheses. The need for a larger, more representative, and more systematic survey would be thus hard to stress.

## 7. CONCLUSION

This survey is a preliminary attempt to assess the image of Bangladesh and its role among the Nepali people and explore the potentials of market development here. Although the sample is not statistically representative, the observations boiled down in section five do lead to suggest policy measures in section six that can be of considerable help in promoting the relations, goodwill, and mutual understanding between the two neighbors of the region. Only the tip of the iceberg seems to have been tapped so far. The need is there to go down deeper and do more.

# **ANNEX I**

**(QUESTIONNAIRE)**

## **Bangladesh Image and Product Survey 2006**

Chelsea International Academy & Pragma Foundation

Name (Optional):

Address:

Gender: Male  Female

Profession:

Education:

Name of Institution:

### *Section 1: General Perception*

SN	Questions	Answer Choices	Remarks
1.1	Do you know, where Bangladesh lies?	1.	
1.2	What comes to your mind when we talk about Bangladesh? (What kind of Image comes the first?)	1. 2. 3. 4.	
1.3	What is the basis for formation of your idea about the image of Bangladesh?	1.Friends 2.Visitors to Bangladesh 3.Newspaper 4.TV/Radio 5.Cinema 6. Exhibitions 7.Visit to Bangladesh	
1.4	Is there any thing you like about Bangladesh?	1. 2. 3.	
1.5	Do you find any commonality between Bangladesh and Nepal?	1.Cultural 2.Social 3.Economic 4.Democracy 5.Religion	
1..6	How do you find the relations between Bangladesh and Nepal?	1.Very Friendly 2.Friendly 3.Rather Friendly 4.No Idea	
1.7	Do you think that bilateral relations can be improved in future? Any specific area you think that can be improved?	1.Political 2.Economic 3.Cultural 4.Technical	

### *Section 2: Preferences*

2.1	Can you recall any concept/product/ idea that you can associate with Bangladesh?	1. 2. 3. 4.	
2.2	Which country in South Asia would you like to visit?	1. 2. 3. 4.	
2.3	Which country would you like to send your children/relatives for higher studies?	1. 2. 3. 4.	
2.4	Do you have any interest to learn Bangla language?	1.Yes 2.No	
2.5	Among the South Asian languages which one do you like to learn?	1.Bangla 2.Hindi 3.Urdu 4.English 5.Others	
2.6	Are you interested to know about Bangladesh?	1.Yes 2.No	
2.7	Are you familiar with the products from Bangladesh anything in Nepalese market?	1.Yes 2.No	If yes 1. 2.
2.8	How would you compare quality and price of Bangladeshi products vis-à-vis those of other regional countries, including India and China?	1. 2. 3. 4.	

### *Section 3: Source of Information*

3.1	Are you aware about the eminent personalities of Bangladesh? Could you name some of them?	1. 2. 3.	
3.2	Which is the most attractive English newspaper in Nepal?	1. 2. 3.	
3.3	Do you think Bangladeshi newspapers could offer more direct flow of information between Bangladesh and Nepal?	1.Yes 2.No	
3.4	Do you have any idea about the media world in Bangladesh?	1.Yes 2.No	
3.5	Could you name two Bangladesh daily English newspapers?	1.Yes 2.No	If yes 1. 2.
3.6	Do you watch BTV-World?	1.Yes 2.No	
3.7	What impression do you have about BTV-World programs? (Only if yes)	1.Nice 2.Fair 3.Poor	

3.8	What do you feel about the direct exchange of news and information between Bangladesh and Nepal?	1. 2. 3. 4.	
3.9	Have you ever seen Bangladeshi film? If yes, can you name two of them?	1. Yes 2. No	If yes 1. 2.

#### *Section 4: Impressions about People and Service*

4.1	Have you met any Bangladeshi citizen?	1.Yes 2.No	
4.2	(If you have met) How do you find visiting Bangladeshis in Nepal?	1.Very friendly 2.Arrogant 3.Aloof 4.Cause troubles 5.No idea	
4.3	How do you compare a Bangladeshi citizen with nationals from other South Asian Countries? Is there any feature or behavior that distinguishes a Bangladeshi from others?	1. 2. 3. 4. 5.	
4.4	Could Nepal use any of Bangladeshi experience to address its social, political and economic challenges? Please mention.	1. 2. 3. 4.	
4.5	Have you ever visited Bangladesh Embassy? If yes, What is your impression about it?	1. 2. 3. 4.	
4.6	Do you think they offer good service?	1.Yes 2.No	
4.7	Have you ever interacted with Bangladeshi diplomats? If yes, what is your experience?	1.Yes 2.No	If yes 1. 2. 3. 4.
4.8	Is the Embassy, in your opinion, active in promoting values important to Bangladesh and bilateral interests between Nepal and Bangladesh?	1.Yes 2.No	If yes, how? 1. 2. 3.

#### *Section 5: Bangladesh's Role in Regional and Global Affairs*

5.1	Do you know what the strength of Bangladesh is?	1.People 2.Defense forces 3.Economy 4.Culture 5.Others	
5.2	Do you know who formally proposed SAARC as a forum for regional cooperation?	1.Yes 2.No	If yes 1.
5.3	Do you think SAARC has moved forward meaningfully?	1.Yes 2.No	If yes, how? 1. 2.

5.4	Are you aware that Bangladesh as an active member of the Least Developed Countries group promotes the interests of smaller countries including Nepal?	1.Yes 2.No	If yes, how? 1. 2. 3.
5.5	Do you have any comment on Bangladesh's stand on regional/global issues?	1.Yes 2.No	If yes 1. 2. 3.
5.6	Are you aware of the current level of bilateral cooperation?	1.Yes 2.No	If yes 1. 2. 3. 4.
5.7	Do you think that there is a need for a direct bus-service from Dhaka to Kathmandu?	1.Yes 2.No	

### *Section 6: Questions for Consumers/ Department Store*

6.1	Do you know about the major exportable products of Bangladesh? Could you name a few of them?	1.Yes 2.No	If yes 1. 2. 3. 4.
6.2	Have you ever heard about or seen any export products of Bangladesh? If yes, please mention	1. 2. 3. 4.	
6.3	What image comes to your mind when you see products from Bangladesh?	1.Good quality 2.Cost competitive 3.Low quality 4.Others	
6.4	Do Bangladeshi products encourage or discourage you to buy?	1.Encourage 2.Discourage	
6.5	What encourages you to buy Bangladeshi product? (Only for buyers)	1. 2. 3. 4.	
6.6	What is your impression about Bangladesh products in general?(only for buyers)	1.Good 2.Fair 3.Poor	
6.7	Do you know which products Nepal exports to Bangladesh?	If yes 1. 2. 3.	
6.8	Which products from Bangladesh come to Nepal?	1. 2. 3.	
6.9	Do you think joint venture investment helps both sides? What are the possible hurdles.	If yes 1. 2. 3.	
6.10	How can the hurdles be overcome? Any suggestion?	1. 2. 3.	

**Section: 7 Additional Questions for Department Stores**

7.1	What are the sources of products that you put in your store?	1. 2. 3.
7.2	What is the basis of selecting the source countries for products, particularly consumer items?	1. 2. 3.
7.3	What determines your choice?	1. 2. 3.
7.4	Are you familiar with the product range of Bangladesh?	1.Yes 2.No
7.5	Have you ever tried to explore the scope for putting Bangladeshi products in your store?	1.Yes 2.No
7.6	Would be interested to try some Bangladesh products in your store?	If yes, reasons 1. 2. 3.
7.7	Are there any suggestions you could give to make it possible?	1. 2. 3.
7.8	Do you know there are some joint venture projects between Bangladesh and Nepal?	1.Yes 2.No
7.9	Do you think joint venture investment could help both sides?	1. 2. 3.
7.10	What is your experience from such enterprises?	1. 2. 3.

**Section: 8 Additional Questions for Chamber leaders/ other Entrepreneurs**

8.1	Do you know why Bangladesh Land Port was built? Gives reasons.	1. 2. 3.	
8.2	Do you have any idea about the road infrastructure in Bangladesh?	1.Yes 2.No	If yes 1. 2. 3.
8.3	Are you aware about the problems confronted by business people in Kakarvitta/Panitanki and Fulbari(Bangladesh)?	1.Yes 2.No	If yes 1. 2. 3.
8.4	Do you know that Bangladesh has given 50% # discount for the use of Mongla port by Nepal?	1.Yes 2.No	
8.5	Do you know that Bangladesh has already waived the visa fee for the Nepalese tourists to Bangladesh?	1.Yes 2.No	
8.6	What is your assessment about the reluctance of business people to use this port?	1. 2. 3.	
8.7	Have you ever tried to use Mongla port?	1.Yes	

8.8	What could encourage the Nepalese businessmen to use this port?	2.No 1. 2. 3.	
8.9	What do you think should be done to enhance goodwill and economic interactions between Bangladesh and Nepal?	1. 2. 3.	
8.10	Do you think a direct bus service between Dhaka and Kathmandu can help this process?	1. 2.	
8.11	Do you think the water resources of Nepal should be managed regionally for the benefit of all riparian countries?	1.Yes 2.No	If yes 1. 2. 3.
8.12	Are you convinced that a regional approach on issues of environment, diasaster management as well as economic matters could serve the interest of all countries in South Asia?	1. 2. 3.	
8.13	What in your opinion are the obstacles in improving bilateral trade and other relations between Bangladesh and Nepal?	1. 2. 3.	
8.14	Do you have any suggestions?	1. 2. 3.	

# **ANNEX II**

**(TABLES)**

**Table 1.1: Knowledge about Bangladesh**

Do you know, where Bangladesh lies?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No Idea	8.2	7.2	3.1	5.3	5.4
East from Nepal & India	12.9	14.5	9.1	13.3	11.5
SAARC	4.7	7.2	4.0	5.3	4.7
Asia & South East Asia	71.2	69.6	77.7	72.0	74.1
No response	3.0	1.4	6.0	4.0	4.4
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 1.2: Bangladesh Image**

What comes to your mind when we talk about Bangladesh? (What kind of image comes first)	Out side valley		In valley		Total
	Male	Female	Male	Female	
Tsunami & Flood	42.9	34.8	22.6	23.3	29.7
Cricket	3.4	5.8	6.0	2.0	4.5
Women leadership	3.4		4.0	7.3	4.1
Port & sea	10.3	10.1	14.0	12.7	12.3
Fish	4.7	11.6	6.6	14.7	8.0
Jute products	5.6	7.2	6.9	7.3	6.6
Earthquake	5.6	2.9	0.3		2.0
Others	4.3	5.8	26.0	20.7	17.0
No idea	1.3	2.9	2.0	2.0	1.9
Fulbari port			0.9	0.7	0.5
Peoples Movement	5.6	2.9	1.7	2.0	3.0
Developing Country	1.3	2.9	1.1	1.3	1.4
Lajja novel	0.4		0.6		0.4
Rural Development			0.3		0.1
No response	11.2	13.0	7.1	6.0	8.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 1.3: Source of Information**

What is the basis for formation of your idea about the image of Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Friends	45.1	39.1	31.4	24.7	34.8
Visitors	22.7	17.4	24.9	25.3	23.7
Newspapers	46.8	53.6	63.4	64.0	57.9
T.V./Radio/Movie	52.8	63.8	68.0	81.3	65.7
Exhibition	6.0	10.1	8.0	7.3	7.5
Cinema	1.3	1.4	4.6	2.7	3.0
No response	3.0		1.7		1.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

Note : Based on multiple responses



**Table 1.4: Preferences on Bangladesh Products**

Is there any thing you like about Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	22.7	29.0	12.6	14.0	17.2
Fish & food	18.5	8.7	17.7	14.7	16.6
Jute products/Garments	21.5	23.2	17.1	17.3	19.0
Culture & Language	5.6	8.7	7.4	3.3	6.2
Sea	4.3	7.2	1.7	0.7	2.7
Medicine	5.6		3.4	0.7	3.2
Bay of Bangal	1.3				0.4
Others	4.3	7.2	24.3	28.7	17.8
Female leaders	0.4		0.3		0.2
Teleserial	0.4	1.4			0.2
Chips			0.6	1.3	0.5
No response	15.5	14.5	14.9	19.3	15.8
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 1.5: Commonality between Nepal and Bangladesh**

Do you find any commonality between Nepal and Bangladesh	Out side valley		In valley		Total
	Male	Female	Male	Female	
Culture	19.3	23.2	11.4	14.0	15.2
Society	29.2	27.5	19.1	20.7	23.1
Economy	45.5	39.1	56.0	54.7	51.2
Democracy	41.2	36.2	19.7	21.3	27.7
Religion	0.9	7.2	2.6	3.3	2.6
Others	0.4		0.3		0.2
No response	5.2	4.3	4.9	4.7	4.9
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 1.6: Perceived Relation between Nepal and Bangladesh**

How do you find the relations between Nepal and Bangladesh	Out side valley		In valley		Total
	Male	Female	Male	Female	
Very friendly	6.0	4.3	7.4	6.7	6.6
Friendly	61.4	56.5	60.3	52.0	58.7
Rather friendly	26.6	30.4	27.1	38.0	29.3
Bad	3.9	7.2	2.6	3.3	3.5
No response	2.1	1.4	2.6		1.9
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 1.7: Scope for Improvement of Relations**

Do you think that bilateral relations can be improved in future ? Any specific area you think that can be improved	Out side valley		In valley		Total
	Male	Female	Male	Female	
Political	33.0	47.8	19.1	20.7	25.9
Economy	39.1	27.5	55.4	44.0	46.1
Cultural	7.3	5.8	5.1	8.7	6.5
Technology	15.9	14.5	17.4	26.0	18.3
No response	4.7	4.3	2.9	0.7	3.1
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.1: Concept/Product/Idea that can be Associate with Bangladesh**

Can you recall any concept/product/idea that you can associated with Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Local development	3.4	1.4	14.0	12.0	9.5
Trade	25.3	31.9	27.4	24.7	26.7
Politics and economy	4.7		7.7	2.7	5.2
Health and education	5.6	1.4	4.0	1.3	3.7
Information		2.9	0.3	0.7	0.5
Organizational cooperation	1.7	1.4	3.7	0.7	2.4
Others	0.9	2.9	12.0	11.3	7.9
No idea	42.9	49.3	14.9	27.3	28.3
Anti-corruption campaign	0.9			0.7	0.4
Carpet		1.4			0.1
Poverty reduction			0.6		0.2
Tourism			0.3		0.1
No response	14.6	7.2	15.1	18.7	15.0
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.2: Country Choice in Visiting**

Which country in South Asia would you like to visit ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Bangladesh	21.0	21.7	15.7	23.3	19.2
Bhutan	5.6	1.4	4.9	4.7	4.7
India	23.2	21.7	29.4	22.7	25.7
Maldives	20.2	20.3	20.3	18.7	20.0
Pakistan	6.4	13.0	8.6	10.0	8.6
Sri lanka	13.3	11.6	14.3	14.0	13.7
Others	1.3	4.3	2.9	5.3	3.0
No response	9.0	5.8	4.0	1.3	5.1
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.3: Country Choice in Education**

Which country would you like to send your children/relatives for higher education ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Australia	3.0	4.3	3.7	2.7	3.4
Bangladesh	18.5	14.5	15.7	9.3	15.2
China	4.3	2.9	4.6	4.0	4.2
India	20.2	11.6	12.0	20.0	15.8
Japan	10.7	7.2	12.9	12.0	11.6
Maldives	1.3	1.4	0.3		0.6
Norway			0.6	0.7	0.4
Pakistan	1.3	4.3	3.1	0.7	2.2
Sri lanka	1.3	1.4	0.6		0.7
UK	7.7	8.7	10.0	12.0	9.6
USA	21.5	26.1	23.1	30.7	24.3
No idea		1.4	1.1	2.7	1.1
Belgium	0.4	4.3	4.3	0.7	2.5
No response	9.9	11.6	8.0	4.7	8.2
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.4: Learning Bangladeshi Language**

Do you have any interest to learn from Bangladesh	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	84.1	85.5	96.6	98.7	92.4
No	9.4	11.6	0.9		4.1
No response	6.4	2.9	2.6	1.3	3.5
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.5: Preferences in Learning South Asian Language**

Among the South Asian languages which one do you lie to learn ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Bangla	33.7	50.8	37.9	29.1	36.0
Hindi	16.8	15.3	13.6	18.2	15.5
Urdu	7.7	6.8	14.2	10.8	11.2
English	35.2	22.0	29.0	34.5	31.2
Others	6.1	3.4	4.7	6.8	5.4
No response	0.5	1.7	0.6	0.7	0.7
Total	100.0	100.0	100.0	100.0	100.0
N	196	59	338	148	741

**Table 2.6: Interest to Know about Bangladesh**

Are you interested to know about Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	66.5	76.8	87.1	86.0	80.0
No	24.9	20.3	7.7	10.7	14.3
No response	8.6	2.9	5.1	3.3	5.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.7: Familiarity with Bangladesh Products**

Are you familiar with the products from Bangladesh anything in Nepalese market ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	55.4	66.7	41.7	59.3	51.1
Jute	11.6	11.6	14.3	8.7	12.2
Cosmetic/Goods	6.4	7.2	4.3	3.3	5.0
Medicine	10.3	8.7	12.9	6.0	10.5
Garments	3.0	1.4	6.6	4.7	4.7
Fish	3.0	4.3	5.1	4.7	4.4
Agriculture	1.7		2.0	3.3	2.0
Others	0.4		8.0	8.0	5.1
No response	8.2		5.1	2.0	5.0
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 2.8: Comparison of Bangladeshi Products**

How would you compare quality and price of Bangladeshi products vis-à-vis those of other regional counties including India and China	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	45.1	49.3	28.6	32.0	35.8
Different	3.9	1.4	3.7	2.0	3.2
Same quality	15.0	10.1	20.6	11.3	16.3
No comparison	4.7	7.2	5.7	6.0	5.6
Comparable	3.0	4.3	1.7	2.0	2.4
Cheap and good	4.7	5.8	11.4	14.0	9.5
Same but expensive	4.7	4.3	3.1	3.3	3.7
Low quality	1.3	1.4	1.7	1.3	1.5
No response	17.6	15.9	22.9	27.3	21.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.1: Eminent Personalities of Bangladesh**

Are you aware about the eminent personalities of Bangladesh ? Could you name some of them ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	26.2	33.3	27.4	37.3	29.4
Sheikh Hasina Wazed	17.2	17.4	4.3	4.7	9.2
Taslina Nasrim	27.0	33.3	8.9	10.7	16.6
Zia ur Rahaman	25.3	15.9	11.4	4.7	14.6
Begum Khalidazia	31.8	15.9	40.6	22.0	32.4
No response	12.0	14.5	13.7	20.7	14.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.2 : English Newspapers Choice in Nepal**

Which is the most attractive English newspaper in Nepal	Out side valley		In valley		Total
	Male	Female	Male	Female	
The Kathmandu Post	46.8	43.5	51.7	49.3	49.1
The Himalayan Times	27.5	43.5	32.0	34.0	32.0
The Rising Nepal	14.6	4.3	8.9	8.7	10.1
No idea	2.6	1.4	2.6	4.0	2.7
No response	8.6	7.2	4.9	4.0	6.0
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.3: Bangladeshi Newspapers as Possible Source of Information**

Do you think Bangladeshi newspaper could offer more direct flow of information between Bangladesh and Nepal ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	76.4	73.9	71.1	67.3	72.2
No	12.0	14.5	17.1	20.0	16.0
No idea	0.9	1.4	3.7	4.7	2.9
No response	10.7	10.1	8.0	8.0	9.0
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.4: Idea about the Bangladesh Media**

Do you have any idea about media world in Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	11.6	14.5	24.9	18.0	18.8
No	79.0	76.8	68.6	78.0	74.1
No response	9.4	8.7	6.6	4.0	7.1
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.5: Ability to Name English Dailies of Bangladesh**

Could you name of two Bangladesh daily English newspapers ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	6.4	5.8	4.0	1.3	4.4
No idea	73.8	85.5	84.9	96.0	83.8
No response	19.7	8.7	11.1	2.7	11.8
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.6: Watching BTV-World**

Do you watch BTV-World?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	14.2	10.1	22.6	26.7	19.8
No	69.5	81.2	71.4	73.3	72.1
No response	16.3	8.7	6.0		8.1
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.7: Impression of BTV-World**

What impression do you have about BTV-World programs (only if yes)	Out side valley		In valley		Total
	Male	Female	Male	Female	
Nice	36.4	42.9	15.2	20.0	22.0
Fair	48.5	28.6	62.0	57.5	56.6
Poor	3.0		12.7	10.0	9.4
No idea	3.0	28.6	2.5	12.5	6.3
No response	9.1		7.6		5.7
Total	100.0	100.0	100.0	100.0	100.0
N	33	7	79	40	159

**Table 3.8 : Exchange of News and Information between Bangladesh and Nepal**

What do you feel about the direct exchange of news and information between Bangladesh and Nepal ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	24.9	24.6	20.6	29.3	23.8
SAARC news	3.9	10.1	2.9	2.0	3.6
Bangladeshi news from Kathmandu	32.2	30.4	36.3	29.3	33.3
Media exchange	1.3		1.1		0.9
Scholarship exchange	0.9	4.3			0.6
Research center	2.6	1.4			0.9
Others	0.4	2.9	4.6	4.0	3.1
Trade exchange	0.9		0.3		0.4
Political	0.4		0.3		0.2
No response	32.6	26.1	34.0	35.3	33.2
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 3.9: Familiarity with Bangladeshi Movie**

Have you ever seen Bangladeshi film ? if yes can you name two of them ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	82.4	87.0	86.6	91.3	86.3
No response	9.4	8.7	5.7	5.3	7.0
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 4.1: Meeting Bangladeshi Citizen**

Have you met any Bangladeshi citizen?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	40.3	24.6	48.3	30.7	40.6
No	53.2	73.9	48.6	69.3	56.0
No response	6.4	1.4	3.1		3.4
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 4.2: Impression about Bangladeshi in Nepal**

(If you have met) How do you find Bangladeshi in Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Very friendly	58.5	52.9	49.7	45.7	51.8
Arrogant	8.5	17.6	14.8	8.7	12.3
Cause troubles	4.3	5.9	5.3	10.9	5.8
Friendly	1.1	5.9	1.2		1.2
Poor			1.2		0.6
No response	10.6	5.9	1.2		4.0
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.3: Comparison with other Nationals of the Region**

How do you compare a Bangladeshi citizen with nationals from other South Asian countries ? Is there any feature or behavior that distinguishes a Bangladeshi from others ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	3.2	5.9	19.5	23.9	14.7
Cultural collogue	1.1		2.4		1.5
Strange behavior	2.1		1.2	2.2	1.5
Political experience		5.9	1.2		0.9
Friendly	46.8	47.1	20.1	28.3	30.4
Normal	7.4	11.8	20.7	19.6	16.3
Rigid religion	1.1		0.6		0.6
Same as the SAARC people	4.3		9.5	4.3	6.7
Aloof		5.9	6.5	6.5	4.6
Selfish		5.9	2.4	2.2	1.8
No response	22.3	17.6	7.1	6.5	12.0
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.4: Using Bangladeshi Experience to address Challenge in Nepal**

Could Nepal use any Bangladeshi experience to address its social, political, and economic challenges ? please mention.	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	27.7	41.2	32.5	41.3	32.8
Politics/Economy	26.6	23.5	23.7	23.9	24.5
Education/Technology	8.5	5.9	11.2	4.3	9.2
Social reform	8.5		4.1	4.3	5.2
Family planning	2.1				0.6
Poverty alleviation	3.2	5.9	0.6		1.5
Democratic practice	1.1		0.6		0.6
No response	17.0	23.5	21.3	23.9	20.6
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.5: Visiting Bangladesh Embassy**

Have you ever visited Bangladesh Embassy ? if yes, what is your impression about it ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	48.9	52.9	64.5	76.1	61.0
Yes but not idea	2.1		5.3	2.2	3.7
Familiar	1.1		1.2		0.9
No response	47.9	47.1	29.0	21.7	34.4
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.6: Image of Service Rendered by the Embassy**

Do you think they offer good service?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	61.7	58.8	66.3	69.6	65.0
No	9.6	17.6	17.8	17.4	15.3
No response	28.7	23.5	16.0	13.0	19.6
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.7: Interaction with Bangladeshi Diplomats**

Have you ever interacted with Bangladeshi diplomats ? if yes, what is your experience.	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	35.1	35.3	60.4	65.2	52.5
Yes but not idea	2.1	11.8	8.9	6.5	6.7
Very intelligent	1.1		1.2	2.2	1.2
Cooperative	3.2			2.2	1.2
No response	58.5	52.9	29.6	23.9	38.3
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 4.8: Role of the Embassy**

Is the Embassy, in your opinion, active promoting values important to Bangladesh and bilateral interests between Nepal and Bangladesh ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	34.0	35.3	43.2	50.0	41.1
Yes but not idea	6.4	5.9	10.7	10.9	9.2
Understanding	3.2		5.3		3.7
Exchanging scholarship			0.6		0.3
Bilateral understanding	4.3		4.7	2.2	4.0
Diplomatic responsibility	1.1		0.6	2.2	0.9
Trade exchange			4.1		2.1
No response	51.1	58.8	30.8	34.8	38.7
Total	100.0	100.0	100.0	100.0	100.0
N	94	17	169	46	326

**Table 5.1: Strength of Bangladesh**

Do you know what the strength of Bangladesh is ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
People	61.8	60.9	64.9	64.7	63.6
Defense forces	17.6	21.7	11.4	16.7	15.1
Economy	4.7	5.8	4.6	6.0	5.0
Culture	3.0	5.8	7.1	4.7	5.4
Others	3.0	1.4	2.6	0.7	2.2
No response	9.9	4.3	9.4	7.3	8.7
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.2: Knowledge about Who Proposed SAARC as a Forum**

Do you know who formally proposed SAARC as a forum for regional cooperation ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	21.5	27.5	26.6	40.0	27.7
Bangladesh	54.1	52.2	42.6	32.0	44.8
Nepal	6.9	1.4	11.7	9.3	9.0
India	2.6	5.8	2.9	0.7	2.6
Sri Lanka	0.9	1.4	1.1		0.9
Others	0.9		2.3	1.3	1.5
No response	13.3	11.6	12.9	16.7	13.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.3: Pace of SAARC**

Do you think SAARC has moved forward meaningfully ?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	40.8	52.2	47.1	42.0	44.8
Yes, but not idea	7.3	8.7	8.0	12.0	8.6
Better cooperation	1.7	4.3	10.6	7.3	6.9
Information/technology	0.4		0.6		0.4
Addressing regional issues	10.3	8.7	4.9	6.7	7.1
Sports	0.4		0.3		0.2
Economic	1.3	1.4	1.7	2.0	1.6
Trade (SAPTA)	1.7	1.4	6.0	1.3	3.5
Others	0.4				0.1
No response	35.6	23.2	20.9	28.7	26.8
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.4: Awareness of Bangladesh as an Active Member of LDC Camp**

Are you aware that Bangladesh as an member of LDC promotes the interests of smaller countries including Nepal	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	42.5	47.8	49.7	42.7	46.1
Yes, but not idea	6.9	8.7	7.1	5.3	6.9
Better diplomatic relation	3.4	4.3	9.1	4.7	6.2
Trade (SAPTA)	3.0	2.9	1.4	0.7	1.9
Others	3.9	2.9	3.4	2.0	3.2
Providing port facilities	1.3		0.6	2.7	1.1
Economic assistance	3.9		2.3	4.7	3.0
No response	35.2	33.3	26.3	37.3	31.5
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.5: Bangladeshi Stand on Regional/Global Issues**

Do you have any comment on Bangladesh's stand on regional issues?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	67.4	78.3	74.0	74.0	72.4
Yes, but not idea	1.3	2.9	2.9	2.7	2.4
Responsible towards democracy	0.9		2.0		1.1
Bilateral trade	0.9		3.1	2.0	2.0
Independence	6.0	1.4	1.4	0.7	2.6
Fulbari Mongla road		1.4			0.1
No response	23.6	15.9	16.6	20.7	19.3
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.6: Awareness of Current Level of Cooperation**

Are you aware of current level of bilateral cooperation?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	56.2	59.4	44.3	45.3	49.3
Tourism	2.6	2.9	3.7	0.7	2.7
Trade	5.6	4.3	12.0	3.3	7.9
Political	3.9	10.1	4.0	2.7	4.2
Economic	6.0	8.7	7.1	6.0	6.7
Women's empowerment	0.4		0.3		0.2
Science and technology	1.7		2.3		1.5
Others	0.9	2.9	7.1	6.7	4.9
No response	22.7	11.6	19.1	35.3	22.6
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 5.7: Need for a Direct Transport Link between Kathmandu and Dhaka**

Need to be a direct bus service from Dhaka to Kathmandu	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	82.0	87.0	85.1	86.7	84.7
No	4.7	7.2	5.4	4.0	5.1
No response	13.3	5.8	9.4	9.3	10.2
Total	100.0	100.0	100.0	100.0	100.0
N	233	69	350	150	802

**Table 6.1: Major Exports of Bangladesh**

Do you know about the major exportable products of Bangladesh? Could you name a few of them?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	11.6		25.3	14.8	18.8
Fish	7.0		7.4	18.5	8.5
Herbs			1.1		0.6
Rice	4.7		6.3	7.4	5.7
Jut	30.2	45.5	25.3	14.8	26.1
Medicine	9.3	9.1	11.6	3.7	9.7
Wheat/Garments	7.0		11.6		8.0
Others				3.7	0.6
Leather goods	2.3			3.7	1.1
Fertilizers	2.3				0.6
Agriculture production			2.1		1.1
No response	25.6	45.5	9.5	33.3	19.3
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.2: Familiarity with Bangladesh Products**

Have you ever heard about or seen any export products of Bangladesh? If yes, please mention	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	11.6	9.1	16.8	14.8	14.8
Fish	4.7	9.1	12.6	7.4	9.7
Jute	30.2	27.3	17.9	14.8	21.0
Carpet	9.3	9.1	7.4	11.1	8.5
Dal	2.3		6.3		4.0
Agriculture products	7.0		1.1	7.4	3.4
Medicine	4.7		5.3	3.7	4.5
Garments	4.7		8.4	3.7	6.3
Others			6.3	3.7	4.0
Motor battery			2.1		1.1
No response	25.6	45.5	15.8	33.3	22.7
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.3: Product-Image in Respondents in General**

What image comes to your mind when you see products from Bangladesh?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Good quality	46.5	18.2	42.1	29.6	39.8
Cost comparative	25.6	18.2	32.6	25.9	29.0
Low quality	2.3		5.3		3.4
Others			6.3	7.4	4.5
No response	25.6	63.6	13.7	37.0	23.3
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.4: Appeal of Bangladeshi Products**

Do Bangladeshi products encourage or discourage you to buy?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Encourage	53.5	36.4	72.6	63.0	64.2
Discourage	16.3		8.4		8.5
No idea	2.3		4.2		2.8
No response	27.9	63.6	14.7	37.0	24.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.5: Element of Product Appeal**

What encourages you to buy Bangladeshi product? (Only for buyers)	Out side valley		In valley		Total
	Male	Female	Male	Female	
Not brought	12.0		10.1	11.8	10.4
No idea			8.7	11.8	7.0
Cheap and good	36.0	25.0	30.4	23.5	30.4
Price and quality	24.0	25.0	29.0	29.4	27.8
No response	28.0	50.0	21.7	23.5	24.3
Total	100.0	100.0	100.0	100.0	100.0
N	25	4	69	17	115

**Table 6.6: Product Image among Buyers**

What is your impression about Bangladesh products in general?(only for buyers)	Out side valley		In valley		Total
	Male	Female	Male	Female	
Not brought	56.0	25.0	14.5	17.6	24.3
Good	20.0	75.0	36.2	35.3	33.9
Fair	4.0		27.5	23.5	20.9
No idea	8.0				1.7
No response	12.0		21.7	23.5	19.1
Total	100.0	100.0	100.0	100.0	100.0
N	25	4	69	17	115

**Table 6.7: Exports from Nepal to Bangladesh**

Do you know which products Nepal exports to Bangladesh?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	20.9	18.2	31.6	11.1	25.0
Tea	2.3		1.1		1.1
Handicraft goods	4.7	9.1	2.1	3.7	3.4
Dal/Ginger	2.3				0.6
Wool/carpet	9.3	9.1	2.1	3.7	4.5
Rice	9.3	9.1	12.6	11.1	11.4
Herb			9.5	3.7	5.7
Agricultural products	16.3	9.1	18.9	22.2	18.2
Noodles	4.7		2.1		2.3
No response	30.2	45.5	20.0	44.4	27.8
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.8: Imports from Bangladesh to Nepal**

Which products from Bangladesh come to Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	7.0	9.1	13.7	7.4	10.8
Fertilizers	2.3		10.5		6.3
Jute products	23.3	45.5	17.9	11.1	19.9
Medicine	14.0		16.8	25.9	16.5
Garments/readymade products	9.3		8.4	3.7	7.4
Fish	14.0	9.1	6.3	11.1	9.1
Rice	2.3				0.6
Others	4.7		11.6		7.4
No response	23.3	36.4	14.7	40.7	22.2
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.9: Joint Venture Investment**

Do you think joint venture investment helps both sides? What are the possible hurdles	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	34.9	45.5	21.1	14.8	25.0
Weak trade exchange	16.3	9.1	21.1	11.1	17.6
Lack of traveling facilities	20.9		32.6	22.2	26.1
Others			2.1		1.1
Indian duty system	2.3				0.6
Lack of diplomatic relations			2.1		1.1
Corrupt		9.1			0.6
Chinese and Indian market dominant			1.1		0.6
No response	25.6	36.4	20.0	51.9	27.3
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 6.10: Hurdles in Bilateral Venture**

How can the hurdles be overcome? Any suggestion?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No suggestion	16.3		10.5	11.1	11.4
Develop a common policy	41.9	36.4	46.3	22.2	40.9
Conduct bilateral studies	4.7		3.2	3.7	3.4
Develop economic policies		9.1	9.5		5.7
Road access	2.3		4.2	3.7	3.4
Tax free	4.7		1.1		1.7
Activeness	7.0	9.1	4.2		4.5
No response	23.3	45.5	21.1	59.3	29.0
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.1: Sources of Country of Origin Products in the Store**

What are the sources of products that you put in your store?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	9.3				2.3
India	9.3	18.2	28.4	25.9	22.7
Nepal	14.0	9.1	12.6	3.7	11.4
China	9.3		11.6	14.8	10.8
Bangladesh	2.3		1.1		1.1
Japan			1.1		0.6
Others	2.3		2.1	7.4	2.8
No response	53.5	72.7	43.2	48.1	48.3
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.2: Basis of Source Selection**

What is the basis of selecting the source countries for products, particularly consumer items?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	4.7		4.2	7.4	4.5
Quality	25.6	18.2	25.3	14.8	23.3
Price	7.0	9.1	13.7	25.9	13.6
Packing	2.3		4.2		2.8
Finishing	2.3				0.6
Others	2.3		4.2	3.7	3.4
No response	55.8	72.7	48.4	48.1	51.7
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.3: Reason for Choosing Products**

What determines your choice?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	4.7		6.3	3.7	5.1
Quality	23.3		23.2	18.5	21.0
Price	11.6	9.1	12.6	11.1	11.9
Costing		18.2	9.5	7.4	7.4
Belief	2.3				0.6
Market demand			1.1		0.6
No response	58.1	72.7	47.4	59.3	53.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.4: Familiarity with Products of Bangladesh**

Are you familiar with the product range of Bangladesh?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	27.9		38.9	25.9	31.8
Yes	14.0	27.3	8.4	11.1	11.4
Medicine	2.3		3.2		2.3
Garments			1.1		0.6
Biscuits			1.1		0.6
No response	55.8	72.7	47.4	63.0	53.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.5: Including Bangladeshi Products in Store**

Have you ever tried to explore the scope for putting Bangladeshi products in your store?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	20.9		34.7	22.2	27.3
Yes	23.3	27.3	22.1	25.9	23.3
No response	55.8	72.7	43.2	51.9	49.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.6: Trying to Sell Bangladeshi Products**

Would be interested to try some Bangladesh products in your store?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	18.6		20.0	3.7	15.9
Yes	25.6	18.2	25.3	37.0	26.7
No response	55.8	81.8	54.7	59.3	57.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.7: Suggestions on Trying Bangladeshi Products**

Are there any suggestions you could give to make it possible?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	18.6		10.5	3.7	10.8
Import Bangladeshi products	11.6	9.1	5.3	7.4	7.4
Improve the quality	7.0		15.8	7.4	11.4
Comfortable transport system	4.7	9.1	3.2	3.7	4.0
Others			8.4	11.1	6.3
No response	58.1	81.8	56.8	66.7	60.2
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.8: Knowledge about Joint Venture Products**

Do you know there are some joint venture projects between Bangladesh and Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	32.6	18.2	36.8	29.6	33.5
No idea	7.0	9.1	3.2	3.7	4.5
Bank	2.3		8.4	3.7	5.7
Deurali Janata Pharmaceuticals			5.3		2.8
No response	58.1	72.7	46.3	63.0	53.4
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.9: Can Joint Ventures Help ?**

Do you think joint venture investment could help both sides?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	14.0	9.1	34.7	18.5	25.6
Yes	30.2	18.2	21.1	22.2	23.3
No response	55.8	72.7	44.2	59.3	51.1
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 7.10: Impressions of Joint Ventures**

What is your experience from such enterprises?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	7.0		12.6	14.8	10.8
Very good	4.7		8.4		5.7
Good	27.9	18.2	33.7	29.6	30.7
No response	60.5	81.8	45.3	55.6	52.8
Total	100.0	100.0	100.0	100.0	100.0
N	43	11	95	27	176

**Table 8.1: Reason for Building Bangladesh Land Port**

Do you know why Bangladesh Land Port was built? Gives reasons.	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	11.9		9.1		10.3
Promote bilateral trade	73.8	50.0	90.9	100.0	79.4
Provide port facilities	2.4				1.5
No response	11.9	50.0			8.8
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.2: Information on Road Infrastructure in Bangladesh**

Do you have any idea about the road infrastructure in Bangladesh?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Not visited	16.7		9.1		13.2
No idea	40.5	50.0	68.2	50.0	50.0
Wide road	7.1		9.1	50.0	8.8
Fulbari Mongla road	11.9		9.1		10.3
Poor road structure	9.5				5.9
No response	14.3	50.0	4.5		11.8
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.3: Problems Faced by Business People**

Are you aware about the problems confronted by business people in Kakarvitta/Panitanki and Fulbari(Bangladesh)?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	26.2		27.3		25.0
Checking	26.2		31.8		26.5
Customs difficulties	23.8	50.0	13.6	50.0	22.1
Robbery	11.9		22.7	50.0	16.2
No response	11.9	50.0	4.5		10.3
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.4: Discount Offered by Bangladesh to Nepal**

Do you know that Bangladesh has given 50% # discount for the use of Mongla port by Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	40.5		27.3	50.0	35.3
No	50.0	50.0	68.2	50.0	55.9
No response	9.5	50.0	4.5		8.8
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.5: Waiver of Visa Fee by Bangladesh for Tourists from Nepal**

Do you know that Bangladesh has already waived the visa fee for the Nepalese tourists to Bangladesh?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	33.3		36.4	50.0	33.8
No	54.8	50.0	63.6	50.0	57.4
No response	11.9	50.0			8.8
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.6: Reluctance of Business People to Use Mongla Port**

What is your assessment about the reluctance of business people to use this port?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	35.7		27.3		30.9
Facilities	16.7	50.0	13.6		16.2
Comfortable	7.1		4.5		5.9
Customs relate	16.7		27.3	50.0	20.6
Relationship			4.5		1.5
No response	23.8	50.0	22.7	50.0	25.0
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.7: Use of Mongla Port**

Have you ever tried to use Mongla port?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Never used	69.0	50.0	81.8	50.0	72.1
Once or twice	7.1		13.6	50.0	10.3
Many times			4.5		1.5
No response	23.8	50.0			16.2
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.8: Elements to Boost up Mongla Port**

What could encourage the Nepalese businessmen to use this port?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	35.7	50.0	27.3		32.4
Safety and easy	9.5		27.3	50.0	16.2
Improved port facilities	28.6		27.3		26.5
No response	26.2	50.0	18.2	50.0	25.0
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.9: Measures to Enhance Goodwill and Economic Interaction**

What do you think should be done to enhance goodwill and economic interactions between Bangladesh and Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	16.7		18.2		16.2
Technological exchange	7.1		4.5		5.9
Bilateral relationship	38.1		63.6	100.0	47.1
Trade fair/Tour exchange	21.4	50.0	9.1		17.6
No response	16.7	50.0	4.5		13.2
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.10: Bus Service between Dhaka and Kathmandu**

Do you think a direct bus service between Dhaka and Kathmandu can help this process?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	64.3	50.0	95.5	100.0	75.0
No	2.4				1.5
No response	33.3	50.0	4.5		23.5
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.11: Managing Water Resources in Nepal**

Do you think the water resources of Nepal should be managed regionally for the benefit of all riparian countries?	Out side valley		In valley		Total
	Male	Female	Male	Female	
Yes	85.7	50.0	95.5	100.0	88.2
No response	14.3	50.0	4.5		11.8
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.12: Regional approach to Common Issues**

Are you convinced that a regional approach on issues of environment, disaster management as well as economic matters could serve the interest of all countries in South Asia?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No	2.4				1.5
Yes	78.6	50.0	95.5	100.0	83.8
No response	19.0	50.0	4.5		14.7
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.13: Obstacles to Improving Bilateral Relations and Trade**

What in your opinion are the obstacles in improving bilateral trade and other relations between Bangladesh and Nepal?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No idea	11.9		22.7		14.7
Develop diplomatic relationship	31.0	50.0	40.9	50.0	35.3
Reduce customs	19.0		4.5		13.2
Joint investment	9.5		4.5		7.4
Security			18.2	50.0	7.4
No response	28.6	50.0	9.1		22.1
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

**Table 8.14: Additional Suggestions**

Do you have any suggestions?	Out side valley		In valley		Total
	Male	Female	Male	Female	
No suggestion	26.2	50.0	40.9	50.0	32.4
Trade and economic relationship build up	38.1		36.4	50.0	36.8
Joint venture investment should be done	9.5		13.6		10.3
No response	26.2	50.0	9.1		20.6
Total	100.0	100.0	100.0	100.0	100.0
N	42	2	22	2	68

# ANNEX- 3

### **Name of the Team Members**

Anand Aditya: Project Director (C.V.)  
Pramita Bista: Project Coordinator (C.V.)  
Prashu Ghimire: Field Coordinator (C.V.)

Enumerators for Kathmandu:

1. Rupak Lohani
2. Pradhyumna Poudel
3. Prakash Rai
4. Paramananda Ghimire
5. Ashok Choudhari

Enumerators for Biratnagar:

1. Dipendra Choudhari
2. Parashu Ram Mandal

Enumerator for Narayangarh:

1. Dirgha Mani Pokharel

Enumerator for Bhairahawa:

1. Kamal Chalise

### CURRICULUM VITAE: Anand Aditya

Anand Aditya, who holds an M.A from Kansas State University (1979) and a diploma in Russian Language (Moscow), was a Graduate Fellow at Columbia University (1979-80) and an Asia Foundation Fellow at the University of Illinois, Urbana- Champaign (1989) for studies on the Afghan War. Associated with Tribhuvan University in the Central Department of Political Science in 1975-94 and Co-Editor of *Democracy and Empowerment in South Asia* with Devendra Raj Panday (1995) and *Comparative Electoral Processes in South Asia* (1999), he has edited *Nepal Human Development Report* (1998) and (2001), as also *The Political Economy of Small States* (NEFAS, 1998), coordinated Mass Media and Democratization project and edited the volume published on that theme (1996, IIDS). He has, moreover, worked as a consultant with a number of NGOs and INGOs – UNDP, UNICEF, CNAS, DANIDA, IIDS, MS Nepal, New ERA, NESAC, and UNV, and has been contributing papers in the areas of conflict, development, education, tourism, elections, and South Asia.

CURRICULUM VITAE  
PRAMITA BISTA (KHADKA)  
MA SOCIOLOGY

**PERSONAL INFORMATION**

Sex : Female

Profession : **Sociologist/Teacher**

Present Status : **Managing Director, Chelsea International Academy**

Date of Birth : 19<sup>th</sup> July 1972

Place of Birth : Kathmandu, Nepal

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**EDUCATIONAL QUALIFICATION**

S.N	INSTITUTION	YEAR	DEGREE
1	Tribhuvan University	1996	M.A .(Sociology)
2.	MCM DAV College (Punjab University) Chandigarh.	1994	B.A .Honors (Sociology)
3.	MCM DAV College, Chandigarh	1991	10+2 (CBSE Board Delhi)
4.	ST. Mary's High School , Kathmandu	1989	SLC

**EMPLOYMENT RECORD**

1. Worked as Program Support Coordinator in ActionAid International Nepal from January 2004 to January 2005.
2. Worked as a **Sociologist** in SAPPROS NEPAL from 1999-2003 under FORD FOUNDATION research program.
3. Worked as **Gender Specialist** for IFAD Hill Options Study conducted by SAPPROS NEPAL.

4. Worked as a parttime Sociology teacher in Kathmandu Academy for Advanced and Ordinary Level students under Cambridge University, from 1996-2003.
5. Worked as a sociology teacher in Pennwood Academy for Advanced and Ordinary Level students under Cambridge University. From May 1999 – December 1999.
6. Worked voluntarily with Didi Bahini (NGO) from 1998 December-1999 December.

#### Detailed Task Assigned in ActionAid Nepal

- Support team leader in dealing with tasks related to assigned policy and program department.
- Support and assist team leader in partnership related issues.
- Establish and sustain effective network linkages with stakeholders-internal and external and other than partners.
- Undertake tasks related to proposals including proposal review and writing.

#### Major Achievements during the Period:

- Conducted various trainings to the partner NGOs.
- Coordinated and established a good relationship with the partner organizations.

#### Detailed Task Assigned in SAPPROS Nepal from 1999-2003

- To assist the senior professionals of Sappros in their day to day work.
- Collect information and reports required by SAPPROS NEPAL from various sources.
- Write proposals for socioeconomic studies.
- Conduct field studies.
- Process and analyze field data.
- Write draft study reports
- Conduct Monitoring and Evaluation of Sappros Activities
- Mainstreaming Gender in various programs
- Participate in report presentation and discussions.
- Establish good relations and work with donors and line agencies

#### Major Achievements during the tenure at Sappros

- Study on **Status of Women in The Hills and Mountain of Nepal**. Research conducted as **Gender Specialist** for '**A Study on Rural hill potentials and service delivery system**' submitted to **IFAD** (International Fund for Agricultural Development). The research focused on the various activities implemented by different governmental and non-governmental organizations for the betterment of Women in the Hills and Mountains of Nepal. The study also laid major emphasis on the activities performed by different community groups like Women groups and Youth Groups. The report was submitted after serious evaluation of different project activities.
- **Sappros Nepal: It's Effort through Social Mobilization and Natural Resource Management**. Research conducted and documented on the social mobilization process of Sappros Nepal and its impact on community activities. The monitoring and evaluation activity was conducted using various indicators including the school enrolment of male and female children after the program implementation.
- **Report on Integrated Natural Resource Management**. Research conducted to study the interlinkage between the natural resource management and its impact on the community. The

study reflects upon how the management of natural resources can bring a change in the community infrastructure like educational institutions, child care centers etc.

- **Manual on Participatory Planning, Monitoring and Evaluation for Integrated Management of Natural Resources by the Community.** This comprehensive manual has been prepared with the support of ICIMOD.
- **Manual on Social Mobilization Using Participatory Planning, Monitoring and Evaluation**
- **Consultancy on Information System Development** for Rural Energy Development Programme (REDP). A monitoring system and a computer package developed for REDP (Rural energy Development Program), UNDP.
- Made field visits to several districts and learnt about the poverty situation and status of women in Nepal. Interviewed the people in the context of making a documentary namely '**Life of Dignity**'. The documentary is related to poverty alleviation. It basically focuses on how the life of the people changed within 3 years after the Sappros intervention in these areas. Gained knowledge on how social mobilization can bring a change in the society.
- Transcribed the documentary from Nepali to English. Also performed various translation works in the course of the workshops and seminars conducted by SAPNA (South Asia Perspective Network Association). Also worked as the Master of the Ceremony during various seminars.
- Worked as researcher in various studies being conducted by Sappros Nepal.
- Written several proposals for various studies conducted by Sappros Nepal and assisted the senior professionals for the same.
- Involved as a resource person in CAP (*Community Action Plan*) and HSE (*Health and Sanitation Education*) training for CT (*Community Technicians*), CW (*Community Workers*), FC (*Field Coordinators*), and TL (*Team Leaders*) as trainer conducted by RWSSFDB (*Rural Water Supply and Sanitation Fund Development Board*) for 14 days.
- Resource person for Deep Immersion Training for IFAD Programme/Project Staff conducted at SAARC regional level 18th Feb- March 4th 2002.
- Participated and contributed in the Deep Immersion in Rigorous Social Mobilization and Participatory Action Research, Training conducted at SAARC regional level.
- Participated and contributed in Deep Immersion Training Workshop on Participatory Planning, Monitoring and Evaluation, conducted at SAARC regional level.
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#### MAJOR ACHIEVEMENT AS A LECTURER/TEACHER IN SOCIOLOGY

- Wrote and published a course book for Ordinary Level students under Cambridge University.

#### RESEARCH WORK

- Wrote a thesis on **Fertility Analysis of Godavari VDC** as a partial fulfillment for Master's degree in sociology. Major findings were concerned with the relation of human fertility with variables such as education, occupation, and income. It was found that mainly the educated people had a smaller number of children compared to the uneducated ones. The cause was the higher level of awareness amongst the educated professional workers. In the context of occupation it was seen that agricultural sector had more children than in other occupational group, the cause here being

the large amount of land holdings and need of more hands for the purpose of agriculture. It was also seen that people with low income level had more children than people with more income. During the research work people of the VDCs were also taught about the benefits of having less children. They were told about different methods of family planning and trained to follow a rational outlook.

- 'Hill and Mountain Women', a study on the status of women in the hills and mountains of Nepal.

#### **SEMINARS AND WORKSHOPS**

- Participated and contributed in a workshop conducted by SAHAVAGI and UNIFEM, on Women's contribution to household production and GDP.
- Participated in two-day seminar conducted by Planning Commission and World Bank on Tarai Options Study, for 'Institutional Arrangements for Delivery of Rural Development Services', study conducted by Sappros Nepal for the World Bank.
- Participated in two day seminar on "Rural Hill Potential And The Service Delivery System" a study conducted by Sappros Nepal on the Institutional service delivery system in the hills of Nepal
- Participated in the workshop on Sustainable Livelihood January 28th and 29th conducted by DFID.

#### **TRAININGS**

- Training on 'Leadership and Management from Gender Perspective' provided by GTI and AIMI New Delhi, India.
- **Trainer's Training on 'Rigorous Social Mobilization and Core Methodology in Participatory Development', organized by SAPNA, IFAD and KAF.** (Nepal- Sri Lanka, February 2002-August 2002).
- Training course in 'A' level Sociology conducted by Cambridge International examination during 4<sup>th</sup> and 5<sup>th</sup> November 2003.

#### **LANGUAGES**

Efficiency over Nepali, English, and Hindi.

**COMPUTER KNOWLEDGE** : MS Dos, MS Word and Excel, Email, Internet services

#### **VISITS**

**Within the country:** Visited more than 40 districts of Nepal.

**International:** India, Sri Lanka, Thailand.

