

**MAXIMIZING BUSINESS BENEFIT IN THE CONTEXT OF
GLOBALIZATION: ROLE OF GOVERNMENT, EMPLOYERS, GLOBAL
ACTORS AND FEMALE EMPLOYEES**

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ABSTRACT

Global market is open for all to maximize profit and accelerate business where a country necessitates knowing the details about opportunities, business strengths and fixing strategies in order to get the competitive advantages competing with other copious factors and potential multiple actors. Bangladesh is much exposed to the global market and encourages private sectors, especially readymade garments industry emerged in 1980s. According to Bangladesh Bureau of Statistics (2010) this sector has become the second largest export-oriented industries significantly contributing to the national economy. The high rate of unemployment in Bangladesh creates an abundance of cheap labor that attracts foreign buyers. Although globalization has brought some negative aspects, it also comes with myriad possibilities for socio-economic benefits as benign effects. In order to maximize profit and business advancement, globally exposed businesses largely depend on fixing the strategies of business, meeting the employment standards, adhering to government rules and regulations, understanding and exploiting global market and meeting the demand of global actors. This paper is developed based on secondary data collected from journals, books, reports, World Bank publications, national and international daily newspapers, and annual publications of different ministries of Bangladesh. Literature suggests that three major parties i.e. the Bangladesh government, employers and foreign buyers try to gain maximum benefit from the global market. The Bangladesh government has enacted public policies for investment for both foreign and local to utilize huge unutilized workforce for economic development of the country. Employers take the advantage of government policies and cheap labor. Foreign buyers also demand special provisions from government and competitive price in the market. The ultimate issue is the working people in the central focus who build the triangular relation and contribute in this sector. However, they are ignored as they are poorly paid, forced to work in bad working conditions, and not provided proper facilities according to labor laws. The objectives of this paper are to examine the role of the above mentioned actors and contributing factors, how working people, women in particular are utilized and exploited, and to find out the effective bargaining mechanism for greater benefit.

Keywords: *Business, Employee, Private Sector, Global Actors, Government*

INTRODUCTION AND PROBLEM STATEMENT

Bangladesh was much exposed to the globalization in the early 1980s when the World Bank and the International Monetary Fund came to the developing countries with their new prescription of development which was termed as globalization (Ahmed, 2012). There is a significant impact of globalization on the labor market of Bangladesh. Bangladesh government is somehow bound to rely on other countries'

economies. The contribution of exports to the GDP is 17.86 percent mainly from garments manufacturing industries (Yunus and Yamagata, 2010). It has opened opportunities of employment for unskilled and semi-skilled manpower, women in particular (Ahmed, 2012). Global companies have the advantage of getting competitive advantage from the Bangladesh market because of cheap labor, low cost product and high margin of profit (Haider, 2007). Bangladesh government creates a favorable environment for employers to promote and provide special benefits to foreign companies to attract investors. The interaction among these parties tries to maximize their business benefits while the main architects of Bangladesh economy, female employees are ignored (Carr and Chen, 2004). Literature suggests that most of working women in the garments industry have the experience of getting low payment, working in unhygienic conditions, are misused by supervisors and management including sexual harassment, working hazards, insecurity of job, although they are contributing a significant amount to the GDP, making greater profit for employers and foreign companies (Berik and Rodgers, 2010; Rahman, 2010). The emergence of garments sector did not happen in an organized and structured system for which an industrial zone was not created before 1983; rather industries were established in unplanned way in the residential area. Government was forced to allow penetrating foreign investors to reduce the huge unemployment which has also been taken as an opportunity by employers. The ultimate consequences are numerous including death toll of many potential employees each year. This paper attempts to describe and examine the triangular relationship and benefits of government, employers and global actors for working employees, women in particular through mutual gain benefit model.

Research questions

This paper aims to investigate the following questions:

- Who are the main actors and what are the contributing factors in maximizing the business benefit in the garment industry of Bangladesh?
- How are the female employees exploited due to the business policies of employers, working environment and business motives of global actors?
- What are the possible ways to improve the working environment and socio-economic condition of female employees and gain mutual benefit?

METHODOLOGY

This article employs a qualitative approach to understand and analyze multiple actors such as policies of Bangladesh government, private sector investment, employment and global actors including multi-national companies, foreign buyers, and global movements (Babbie, 2007, 2013; Cresswell, 2009, 2013; Patton, 1990). It analyses the role of each actor how they are benefitted or how they lose from the process. The article is written based on secondary data collected from different journals, books, reports, World Bank publications, national and international daily newspapers, and annual publications of different ministries of Bangladesh (Babbie, 2013; Weimer and Vining, 2011). Interpretative approach has been used to analyze the issues and the factors affecting the garment industry of Bangladesh. It explores the socio-economic issues of Bangladesh, economy of the country, global issues and socio-economic

conditions on which an in-depth analysis has been made to present the clear picture of the industry.

This article bears the originality of work based on secondary data where the analysis has been done through the model developed by the author, and a new model has been proposed to maximize the business benefit emphasizing all actors including the core driving force (working women) of the issue.

Objectives

This paper has been designed to achieve the following objectives:

- To understand and analyze the interrelation of various factors such as government, employers, foreign buyers and how they try to maximize their business and profit;
- To examine the situation of working women in the garment industry how they are exploited due to the profit maximizing motive of those actors; and
- To identify the ways for betterment of working women and achieve mutually gained benefits for all.

LITERATURE REVIEW

The opportunities of global market, competitive advantage from the low cost developing countries, and relaxation of government rules for special business promotion create a ground for multiple actors to take the advantage where private sector in Bangladesh has come forward to invest (Buracom, 2011). Bangladesh government has enacted different policies, rules in order to attract foreign investors, and buyers by providing various facilities. These facilities also include financial and legal assistance for private sectors to flourish (Rashid, 2006). The principle objective of the government is to expedite the country's economy through private investment. Global actors such as various companies and buyers come to Bangladesh to get the commodities in cheaper price. Their philosophy aligns with private sector profit maximizing policies (Hadier, 2007). Benefits are maximized through interactive process and reaping of bargaining, persuasion, command and negotiation among these three actors (Anderson, 2003; Figure-1).

Government policies, mechanisms and private sector

The industrial policy 2010 envisaged to increase 40 percent employees by 2021 in this sector that would equal to 25 percent of the country's total labor force (BBS, 2010). With the persuasion of an export driven policy as a means of integrating the country into the global economy, Bangladesh started to enter the global market from the early stages of the emergence of Bangladesh as an independent nation state in 1971 (Rock, 2001). The private sector came forward and made the rise with significant progress and contributes to the national economy. The private sector emerges with the creation of wide labor market in the country. The external and internal pressures helped expanding the market. Due to the effects of globalization on gendered division of labor, global market strategies, structural adjustment programs (SAPs), use of information technology and changing work organization, working conditions were changed in different formats and there has been an increase of female participation in employment (Benach, et al., 2002; Gardiner and Martinez Lucio, 2006; Pyle, 2002). This change becomes more significant especially for the involvement of female workers at the workplace with a greater responsibility at home for family activities as well as performing economic activity. The Bangladesh government creates a suitable environment for the foreign investment and private sector involvement with bank

loans, tax cuts, and special preference. They also consider the socio-economic development of the country where employment is a great concern.

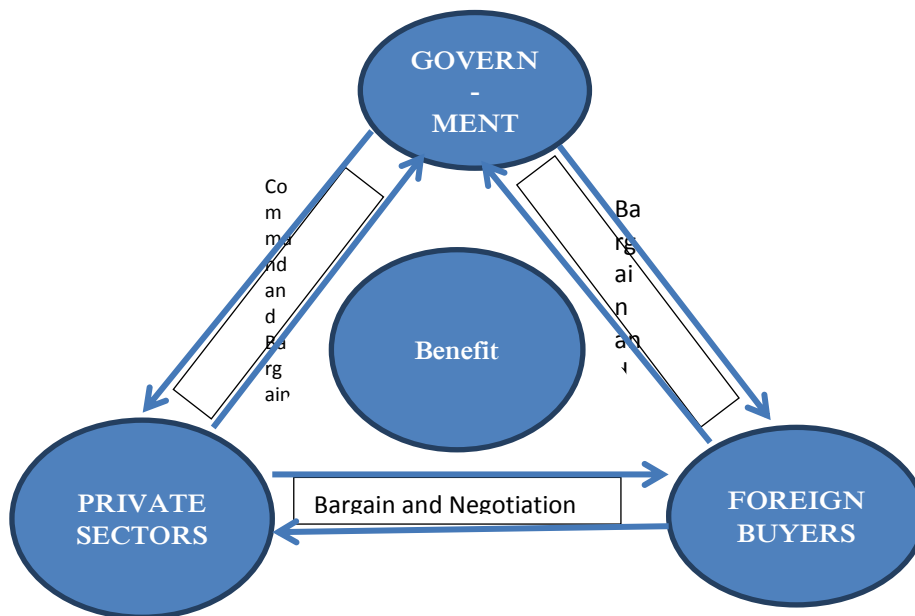


Figure 1: Benefit Maximizing Model

Source: Developed based on Literature

Globalization and global actors

Globalization¹ can be defined as the worldwide movement towards the economic, financial, trade, communication as well as social integration. It implies the opening of local and nationalistic perspective to a wider aspect of an interconnected and interdependent world across the globe with the free transfer of capital, goods, services and accompanying by culture, customs, values, norms (Osland, 2003; Mukherjee and Kriechaus, 2011; Stieglitz, 2002; Stark, 2007). There are two distinct but interrelated dimensions. But the globalization is much emphasized on economic dimension ignoring the social dimension. Economic dimension of globalization was often referred to as “economic globalization” which is a movement toward neoliberal economic policy reforms (e.g., deregulation and privatization) and an increase in the worldwide movement of capital, goods, services, and labor (Richards and Gelleny, 2007; Pyle, 2006). The social dimension of globalization refers to the impact of globalization on the life and work of people, on their families and their societies. Concerns and issues are often raised about the impact of globalization on employment, working conditions, income and social protection. Besides, the social dimension encompasses security, culture and identity, inclusion or exclusion, and the cohesiveness of families and communities (Hardiman and Midgley, 1982).

¹Bourdieu (1998) argues: It [globalization] is the main weapon in the battles against the gains of the welfare state. European workers, we are told, must compete with the least favoured workers of the rest of the world. The workers of Europe are thus offered as a model countries which have no minimum wage, where factory workers work twelve hours a day for a wage which is between a quarter and a fifth of European wages, where there are no trade unions, where there is child labour, and so on. And it is in the name of this model that flexible working, another magic word of neo-liberalism, is imposed, meaning night work, weekend work, irregular working hours, things which have always been part of the employers' dreams.

Development is a multi-dimensional issue that involves the positive changes in the social and economic arena for the welfare of human beings. The issues of globalization such as, export-import, world politics, UN agenda, free market economy, create a pressure to shape the human life across the country. In this era of globalization, no single country can survive without the help of others. As a developing country, Bangladesh is connected with the world for its export and import for which there is a huge opportunity created for the employment particularly in the private sector in the late 1980s. The world market has become more competitive and cost-effective products are demanded. Since it is not industrially developed and has huge cheap labor, Bangladesh has got that benefit. The developed countries like the USA, the UK, and other European countries have given the quota benefit especially for the garments sector (Haider, 2007). Although this sector was developed with no bias to gender, gradually it captured the female labor force of Bangladesh. It opened up the new arena of formal working sector for women. As the unemployment rate is high, women in lower class in rural area are higher than any other groups. Few women who utilized the benefits of globalization and emerged as entrepreneurs in society have set their social and economic position. It is a complex issue that the life of working women in the private sector organizations are associated with various factors of globalization directly and indirectly with other social and organizational factors as well.

Globalization and role of private sector in Bangladesh economy

Economic globalization entered Bangladesh in two principal ways. First, foreign investors, including multinational corporations (MNCs) and foreign financial investors ensure their presence in economies worldwide through portfolio investment which is associated with short-term financial commitments (Richard and Gelleny, 2007). It allows free movement of international capital as a key to economic growth creating new jobs and raising wages. Secondly, international capital comes as foreign direct investment. However, in Bangladesh the first category economic globalization happens encouraging the private sectors to evolve. It started in 1980s with huge opportunity of employment. Since then, the participation of women labor force has been increasing over the period (Appendix-1). This increase began in the 1980s by entering into the global market with the garment products mainly. A significant progress of female participation in the paid works is noticed. It is found that approximately 2,200 factories are registered, and it is assumed that between 0.8 and 1.2 million female workers are employed in the garment factories, which means 80 percent of the work force in this sector (Chart-1). Bangladesh is now the sixth largest supplier of T-shirts, blouses, trousers, and shirts to the USA, and the fifth largest to the European Union markets (Haider, 2007).

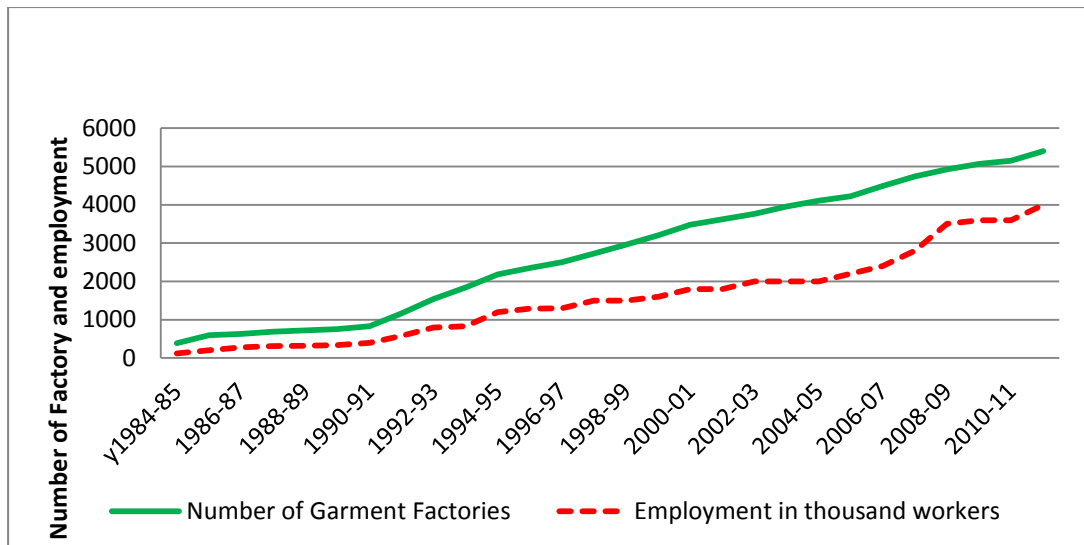


Figure 02: Garment Factories and employment in Bangladesh 1984- 2011

Source: http://www.ide.go.jp/Japanese/Publish/Download/Report/2011/pdf/410_ch6.pdf

Private sector organizations play an import role in the Bangladesh economy by earning significant foreign exchange and minimizing the unemployment rate through the utilization of labor force for various formal activities such as ready garments, frozen foods, jute and jute products. Bangladesh earns a significant amount of money by employing about 4 million employees. The amount of exports has increased dramatically over the past 30 years. In 1985 they were worth less than 1 billion US dollars but by 2012 the figure was nearly 20 billion US dollars. As an agriculture driven economy, this sector has captured the world market, particularly the USA and European markets. These earnings are from several business sectors like, ready garments, frozen foods, leather employing about 5 million people including 4 million the garments sectors where more than 3.2 million women work (Rahman, 2013). If it is calculated quantitatively, Bangladesh earns about 15 billion US dollars in 2010 by utilizing the female human capital. It is a major share of exports earned by private sector organizations (Figure-2).

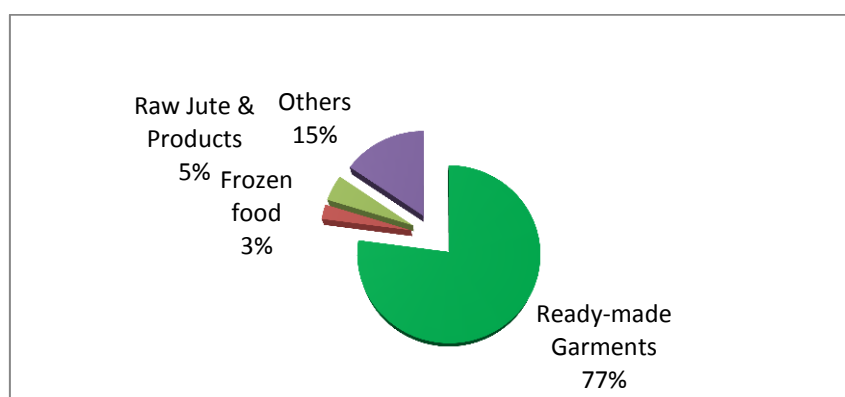


Figure 03: Bangladesh Exports 2009 - 2010

Source: http://www.ide.go.jp/Japanese/Publish/Download/Report/2011/pdf/410_ch6.pdf

In a true sense, the private sector which fosters the Bangladesh economy is backed by women. This group also encourages other backward linkage and formal businesses by consuming the necessary commodities of the market.

Female employees

Employees, particularly working women are important actors working in this sector who are actively playing a significant role in profit maximization and business mobilization. The ensemble covers almost 80 percent of the total employment of this sector meaning that the garments industry is a mainly women-led private sector business (Rashid, 2006). As it is exposed due to the globalization, there are many benefits brought to the working women that include minimum wage system, family friendly-policies, workplace safety, social status, opportunity to utilize human capital, acquiring skills and knowledge, association of trade unions, health awareness, economic empowerment and freedom of choices etc. Besides, globalization brings threats and burdens for them that include fear of losing jobs, degradation of social status, environmental and workplace hazards, threats to social culture and norms by developing individualism and violence at the workplace (Rock, 2001).

Globalization has pushed women into labor markets in economies of semi-industrialized countries' economies that emphasize export manufacturing with a significant rise in the female share of employment, particularly in the garments sector. One of the most important positive aspects of globalization is the widespread market for labors open in worldwide. There are two dimensions, firstly, labor migration between two countries, secondly, labor migration within countries from rural to urban or rarely urban to rural and increase the women labor migration (Sinn, 2005). Bangladesh is a populous country with small a labor market in the public sectors. The human capital of the young group is not properly utilized where majority of them are women. Evidence suggests that there are a significant number of women entering the job market in different positions from high skilled jobs to lower level soft skilled or manual jobs. It spreads the arena of utilization of human capital (Alkadry & Tower, 2006). Private sector particularly readymade garments and knitting industry provides the opportunity to gain experience with skill that leads to gain the hierarchical development with financial benefits. This is the practical field of acquiring skill with the new technology. The pressure from international organizations and MNCs have impelled private sector organizations to adopt family-friendly policies which are defined as the provisions of traditional benefits, such as health insurance and paid vacation, and may even assert that the most important elements of family-friendliness are a secure job and adequate pay (Karim and Khan, 2012; Kingston, 1990). This family-friendly policy nourishes the philosophy of doing betterment and uplifting standard of life including developing the women-friendly environment. It also includes development of national labor laws favouring employees; some laws are very specifically for women such as creating opportunity for pregnant mothers and young children. Benefit of globalization in this business context helps socio-economic empowerment such as enjoying the liberty in decision making and freedom of choice. Because of this economic factor the less developed community is socially accepted as a positive nation-building partner. As a poor country Bangladesh is encircled with extreme poverty, some religious and social superstitions that hinder the development of women and poor fathers have to pay dowry for their young daughters in their marriage. This is not only for marital purposes, parents insist daughters on doing jobs whereas they are not treated as important as the sons in the family. The private sector revolution creates the social acceptability of women by widening the income earning capacity. As women are earning members, they are capable to spend and they are aware of their wellbeing regarding food, health, education. They try to maintain their calorie intake; try to go to doctors in case of need. Health awareness comes with the

association of other colleagues and non-governmental organizations (Kabeer and Mahmud, 2004; Khosa, 2009).

Being the heart of the business of this private sector of Bangladesh, they face myriad challenges exposed from different angles. Working women are encircled with the ups and downs of global market, changing technology, high rate of unemployment, changing national and international laws that bring numerous threats and burden for them as well. Private sector organizations (PSOs) are established as profit making institutions and governed by own organizational rules and regulations, they have to maintain standards. The management always tries to maximize their profit committing some irregularities, such as extended working hour, and late payment for salary, child employment, late or no payment for overtime. Working environment is still below the standard with many problems like insufficient light and ventilation, shabby condition, extreme heat, more people work than the capacity, lack of toilet for women, lack of a room for lactating mothers, old buildings which were not built for factories. Employers do the business ignoring these fundamental issues. Even they have to work under inhuman conditions which carry life threats. There was a fatal accident in one garments factory named Tajreen that caused 112 deaths with fire in November, 2012. Another tragic accident happened on 24.04.2013 causing 1132 (mostly women) deaths in a single accident (Rahman, 2013; Mustafa, 2013). There are many competitors in the market entered, those benefits have been squeezed; and economy has gone into a recession; technological development has been constantly in place and as result many private sector has been shut down embracing the fate of economic recession and instability in the labor market (Carr and Chen, 2004).

Role of Global Actors

Among the four actors in this business cycle, global actors play an important role in two different ways; as the business beneficiaries and as the non-profit organizations. The first category involves multi-national companies, fashion houses who try to maximize their business profits in the competitive market. They negotiate and bargain with numerous industries. The ultimate burden goes to the employees who are ill-paid. Although MNCs have some standards to be followed for the betterment of employees, environment and sub-contracting emerges as the new phenomena where these MNCs can avoid their responsibilities.

Thinking about the welfare, quality of life of working people in this readymade garments industry, international NGOs and philanthropic organizations have come forward to convince and compel MNCs and industry owners to maintain good working environment, facilities for women, avoiding child labor and minimum salary. After the tragic accident on 24.04.2013 that caused a death toll of 1132, non-profit organizations and civil society across the world raised their voice in favor employees (Rahman, 2013; Mustafa, 2013). MNCs are severely criticized because of their pursuit of excessive profit, ignoring the real architects of this business.

DISCUSSION AND ANALYSIS

This research explores the issues of various factors and multiple actors of global market and how these create impact on working women in Bangladesh. Globalization brings more positive results for the economic, social development of a country like Bangladesh. In the name of globalization, global actors bring wide opportunities of female employment that create progressive impact on financial gain, decision-making power, awareness and utilization of human capital. The government maintains

economic growth while private sector earns foreign exchange. On the other hand, there are some negative issues as difficulties to the country's economy, working people, and society as a whole.

Bangladesh is an import-oriented country and its market is fully rippled by the ups and downs of globalization. Export oriented private sector has been totally developed on the basis of demand of global market. This sector employs about 5 million people including about 4 million women with 3.2 million women in one sector i.e. garments sector (Azim et al., 2009). This industry is a women-led sector although they are ignored. The main problem is that this industry is associated with some other backward linkage industries such as accessories, machines, raw materials (cotton), chemical etc. In order to establish this sector Bangladesh has only cheap labor. Since everything is imported from the world market, the profit comes with the cost of exploitation of those lower level people (Rashid, 2006). Since the industry in Bangladesh was established based on the other countries' goods, its economy is captured by other countries that create problem during the economic recession, inflation-deflation of the other countries and ultimately this uncertainty affects the poor workers, women in particular. The living condition of workers is too bad we can easily understand from the official speech of Pope. After the recent accident, Pope Francis condemned the conditions of workers who died in the Bangladesh factory collapse as "slave labor," saying unjust salaries and the unbridled quest for profits were "against God" (<http://www.thedailystar.net/beta2/news/its-slave-labour/>).

As most of women are less educated, coming from lowest income families, they hardly get a chance to maintain the minimum calorie intake; it is difficult for them to get high salaried jobs that need higher education and high skill. Their human capital is not properly utilized (Kabeer, 2004). These women are engaged in low skilled manual work. In the organizations, low skilled or manual jobs are in the lower grade jobs with low wage and salary. It starts from 1500 *taka*² which is below the poverty line. This type of job has also a high level of uncertainty of losing it at any time. Finally it creates gender pay gap.

Bangladesh is a densely populated country and in a pressure of high unemployment rate. This helps factory owners to exploit working employees. In a research conducted by Alamgir in Yunus and Yamagata (2010), it is found that only 30 percent is spent on workers which are 50 percent in other countries. Factory owners do not issue appointment letters, identity cards or service letters by which they can claim their due in case of firing (Yunus and Yamagata, 2010). The formal letter serves as the basis of claiming all service benefits which factory owners avoid intentionally. Although employees are supposed to be paid within seven working days of the completion of the stipulated working period, it is rarely done (Rahman, 2010; Yunus and Yamagata, 2010). It is thought that factory owners take the advantage of interest of workers' wages by paying late and giving the overtime bill one month later (Rahman, 2010).

Most of the industries are situated in the capital and in the urban areas where the population density is high and cost of living is also higher than any other place. Setting up industries brings pressure on the urban area and it is increasing day by day. The capital city Dhaka has become by this time one of the worst cities in the world to live. The high cost of living in the urban area compels working women to live in lower grade unhygienic conditions (Mustafa, 2013). It is found that most of the working women in the garment factories live in the slums. Slums in Bangladesh

²Bangladesh Currency, 1 taka is equivalent to 0.0128 US dollars, calculated on 05.05.2014.

particularly in Dhaka do not have sanitation facilities, water supply, electricity supply, or sewerage system. They have to spend more than eighty percent of their wages for food and accommodation. On the other hand, the working environment is not safe; rather surrounded by many problems even causing death. When the global demand is created, private sector emerges without the well-preparation of setting up as industry. Most of the buildings constructed for living are used for industries. This creates many problems. The buildings are not safe to use heavy machineries and are at the risk of accidents (Mustafa, 2013; Rahman, 2013; Sagar, 2013). The residential area becomes the industrial area and causes unhygienic conditions to the city dwellers. The rate of accidents at the workplace in Bangladesh is higher where the unplanned industry is considered as the major cause.

Although there are conditions of MNCs to maintain the workplace standards, this is violated in many cases. The factory owners and foreign buyers are reluctant in maintaining these, then blaming on the increasing production cost. And the government organizations do not play the role what they are supposed to play. There must be a provision of group insurance system for every industry which is not maintained by every factory. For this reason, workers never get the real benefit they are supposed to get. The interesting findings are that the factory owners are mostly associated with the political parties either in ruling or in opposition. The government mechanism cannot take proper action against any industry if the conditions are violated. Even if the non-governmental organizations raise this issue of security of working women, factory owners threaten to close down factories. They know the government is weak in this matter because of high percentage of unemployment in the country. The corruption at all levels also hinders implementing good initiatives. Minimum wage system, family-friendly working environment, compensation package, life insurance facility, childcare system at the workplace, maternity leave provision are frequently asked and emphasized from different corners (GoB, 2006; 2010). But these have not been yet materialized. Rather it is found that when a woman gets pregnant, she is more likely to be sacked from the job, or she quits on her own will. Women on the way to office and back to living place are not even safe. They frequently face the violence; the most pervasive violence is rape. The Delhi³ incident repeated in Bangladesh in the same manner that one working woman⁴ was raped in the bus on 24.01.2013 (Mustafa, 2013). Women do not want to accept promotion with higher wages due to the extent of sexual harassment and more responsibilities to perform with more stress and pressure (Ahmed, 2004; Rahman, 2010).

Working women in the Bangladesh society are considered as the second line of defense in terms of earning and spending for the family affairs particularly the married women (Kabeer, 2004). Traditionally women are responsible for household work. So the working women have to perform both the duties. Even if they are dual earners in the family, they have to work more than their male partners in the family. This creates work-life conflicts. It becomes impossible for women to continue the jobs with children. They face a dilemma as to which one should be prioritized. The jobs give the economic empowerment and social status. They should be encouraged so that they can contribute in the industry leading to national economy and developing future generation.

³A 23-year-old paramedical student was gang-raped in a moving bus in Indian capital of New Delhi on 16.12.2013 who later died due to injuries.

⁴A female readymade garment worker was allegedly gang-raped on 24.01.2013 on a running bus on the Dhaka-Aricha highway by the driver and helper (<http://bdnews24.com/bangladesh/2013/01/24/girl-raped-on-moving-bus>).

The worst type of exploitation happens due to the longer working hour of employees with less payment or late payment. BBC correspondence Richard Bilton found that workers are working from 7:00am till 2:30am. Factory owners do not show the truth; rather they hide and manipulate the information to the foreign buyers. Bilton (2013) who visited factory personally witnessed the above mentioned fact and also got data from Kalpona Akter of the Bangladesh Center for Worker Solidarity who mentioned that many factories hide the truth about working hours from Western retailers. The factory owners follow different strategy to get benefit from the buyers and exploit workers:

"The factory owners, they keep two different books. So one they show to the buyers, the other they show to the worker. These retailers' so-called audits really don't work."

At this stage, government is expected to command employers to follow government rules and regulations regarding working conditions, and minimum salary where employers also bargain to maximize their benefits (Anderson, 2003). After the fatal accident on April 24, 2013, garment workers, global actors and civil society raised their voice to develop the working environment and increase the wages. The demand was to raise 100 percent that finally settled to 77 percent which equals to 5300 Bangladeshi Taka as the minimum wages (GoB, 2013; Mridha, 2014). The Bangladesh government played a vital role to work in favor of workers and for employers. As there is a little scope for women employees to unionize, they do not have always collective bargaining power until and unless the environment forces them. It is found that individuals sometimes successfully bargain and get their wages increased because other garments can hire them at higher wages (Ahmed, 2004). This is also a strategy for employees to gain experience and to either switch over to another industry or gain financial benefit in the same factory. The government also bargains with the global actor for providing supports for business in the global market such as GSP benefit. After the accident Garment sector incurred huge losses and USA suspended the GSP status. However, government tried to reinstate and got success that proves from the 17 percent higher export to 4.3 billion US dollars in 2012-13 (Staff Reporter, 2014). Similarly there is a need to come to a consensus to follow the terms and conditions for ensuring minimum salary for employees. Government bodies, employees along with their association must work because new minimum wage was not materialized and forty percent factories failed to pay the wage to the workers (Mridha, 2014). Global actors and employers also bargain and persuade for their respective benefits. In the profit maximization model the real actors i.e. employees, women in particular who activate the whole business process in the developing countries were ignored (Kabeer, 2004; Neumayer and Soysa, 2007). However, benefit maximization can be sustainable only when the employees are emphasized (Figure-4).

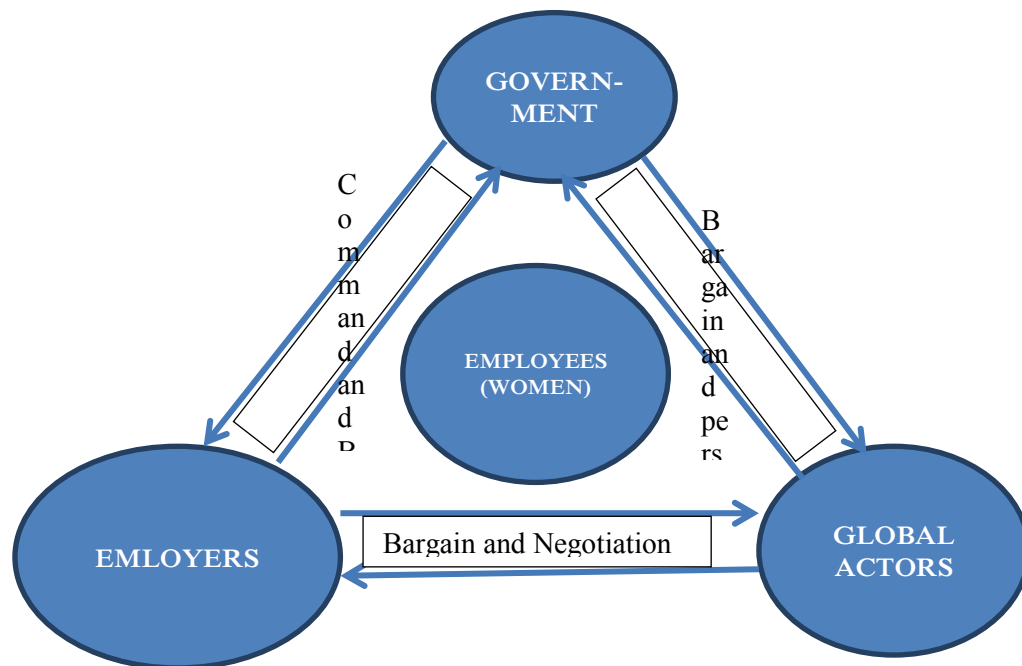


Figure 04: Mutual Gain Benefit Model

Source: Based on literature

The emergence of the garment industry took place in the late 1980s with the mutual agreement of three main actors where the fourth actor i.e. employees were not much active at the beginning. Employees became gradually active in the market and they got the chance to raise voice in the workplace when they are more in number (Ahmed, 2004). The increase of women in this sector, global pressure and role of non-governmental organizations and international bodies have emphasized to consider the working women as the fourth important actor for gaining better benefit from this sector (Staff Reporter, 2013; Yunus and Yamagata, 2010).

CONCLUDING REMARKS

The government, employers, national and international pressure groups should work together for the betterment of socio-economic conditions of working women, working environment, economic status of employers as well as the country. The national and international pressure groups as a part of globalization often make sustainable suggestions which should be considered by the government to request and force the employers to implement. This can be attained through mutually agreed upon decisions and developed the conspicuous model. As the core of this model, employees, women in particular should be emphasized as the central part of the business on which the profit largely depends and business expands (Rahman, 2005). They should not be exploited rather the minimum salary package declared by the government and a good working environment should be maintained. It is necessary for all actors to work on this point where three parties have a moral duty. The government may command the employers and bargain with foreign investors and buyers to bring better packages for employees. This process may create some

opportunities for global actors to persuade the government to grant them benefits such as tax holidays, development a labor laws. It can also include bargaining and negotiation with the employers in terms of mutual benefits as well as benefits for working people (Haider, 2007; Unni, 2004). Employers also bargain and persuade for the benefit of all. Only mutually-agreed upon decisions and necessary steps for utilizing a holistic benefit approach and continuous practice may bring about a sustainable and profitable business (Figure-2).

However, the voice of employees is heard by nobody as there is no such mechanism to be involved in the process. It is the ethical duty of every actor (government, global actors and employers) to coordinate among them and involve employees in the process through trade union and employees' welfare associations. They need to be provided access to the triangle and play their active role for achieving their rights (Karim and Hasan, 2011). This process can be exercised through interaction emphasizing working women as the most important actor of this total business and recognizes their contribution and the employment situation for the sustainable growth (Azim, 2002; Dannecker, 2000; GoB, 2010; Seers, 1979; Figure-3). The whole process is influenced by the external environment and infused by power and pressure of globalization.

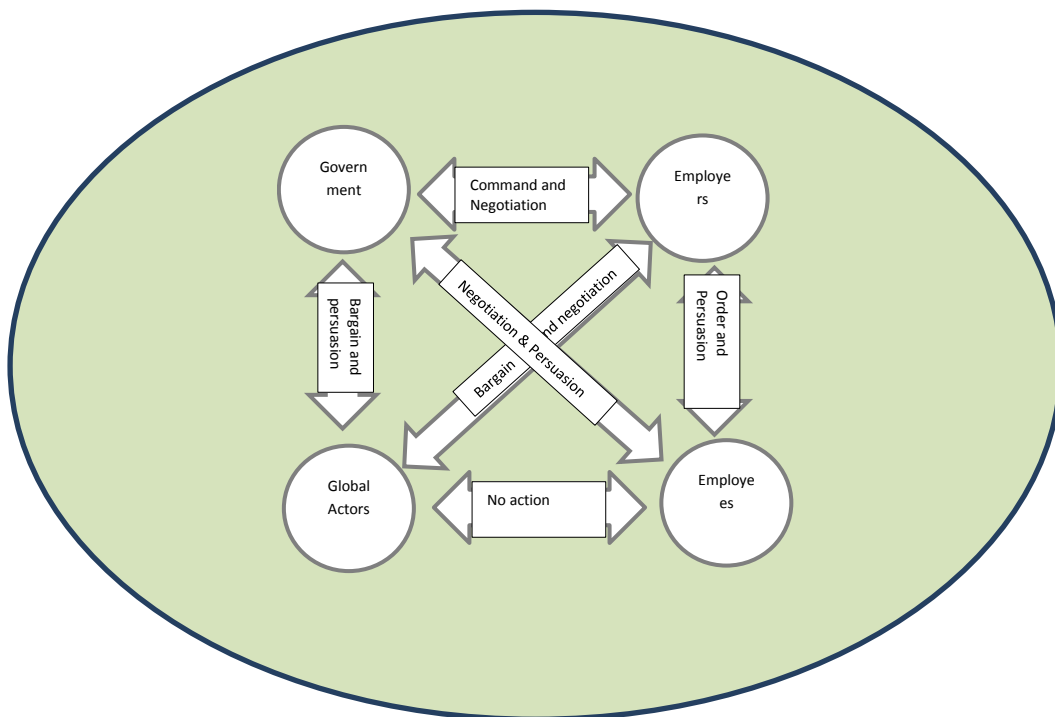


Figure-3: Mutual gain benefit model fit in the context of environment

Source: Model proposed by author, 2014

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