Case Study
On
Lead Paint in Bangladesh

Masud Iqbal Md. Shameem, PhD
Department of Environment
Bangladesh
OUTLINE

- Paint industries in Bangladesh
- Driving factors leading to action on lead paint
- Process that led to passage of lead paint law
- Elements of passed lead paint law
- Factors that contribute to success
PAINT INDUSTRY IN BANGLADESH

- No. of Companies: 42
- Total Production: 140 million Litre
- Market Size: USD 400 million

Type of Paint:
- Emulsion paint
- Economy emulsion paint (Distemper)
- Enamel paint

Major Paint Brands

- Berger 55%
- Asian 18%
- Roxy 7%
- Elite 7%
- Pailac 5%
- Others 6%
- Aqua 2%
- Others 6%
DRIVING FACTORS: ACTION ON LEAD PAINT

- Awareness on negative effects of lead in paint targeting manufacturers and decision makers;
- Increased ecological sensitivity from external stakeholders towards higher responsiveness to environmental concern;
- Persuasion and influence of civil society organization for regulation;
- Commitment to improve environment and public health.
PROCESS TO DEVELOP A LEAD PAINT LAW

- Awareness raising;
- Research on lead in paint;
- Information dissemination
- Engage with policy makers;
- Apply to revise standards for paint to DG, BSTI in 2014
- Committee on ‘Paint and Allied Materials’ started working in 2015 and revision completed in 2017.
- Revised standards approved by the BSTI Council in 2017 and published in the Gazette in 2018
## ELEMENTS OF LEAD PAINT LAW

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Requirement</th>
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<tbody>
<tr>
<td>Max. Lead content (as Pb), ppm</td>
<td>90</td>
</tr>
<tr>
<td>Undercoating</td>
<td>90</td>
</tr>
<tr>
<td>Finishing</td>
<td></td>
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</tbody>
</table>

- Enamel synthetic exterior-
  - (a) Undercoating
  - (b) Finishing
- Emulsion paint
- Economy emulsion plain (Distemper)
CONTRIBUTING FACTORS FOR SUCCESS

- Evidence of elevated levels lead in paint
- Good awareness in government of the need to restrict lead in paint;
- Neighbouring countries were taken action;
- Cooperation among GO, NGO and Industries
THANK YOU