

Potential Advancement Network and Hub (PANAH)

**“A social business for
Employment of Disabled
People”**



Mission and Vision

Vision :

- * To promote an inclusive society where people with disabilities will be free from poverty, inequality and injustice.

Mission:

- * To enhance the capacity of individuals with disabilities for economic empowerment through social business.



Business Objective

Create employment opportunities for individuals with disabilities by engaging them in the manufacturing of readymade garments for children which would then be locally sold or exported internationally.



Access Jobs



ACCESS
TO WORK

What is Social Problem ?

- * According to the World Health Organization and the World Bank, 15% of any population consists of people with disabilities and 80% of them live in poverty.
- * People with disabilities are unemployed, as they do not have access to the labor market and thus remain chronically poor.



Poverty and Disability

Overcoming the Social Problem

- * The social problem can be overcome through:
 - ✓ Employment of people with disabilities in RMG factories to improve their living standard.
 - ✓ Enable lower income families to buy apparel at reasonable prices



Present Activities & Expertise:

- **Currently we are operating 6 (Six) PANAHA Centers for Skill development of people with disabilities and linking them with the RMG factories for employment.**
- * **250 Peoples with disabilities are employed as sewing operators in some 25 factories in Dhaka city.**

Existing Set up and Expertise of PANAHA Centre:

- **36 Plain machine**
- **6 Over lock machine**
- **We have a strong HRM System**
- **We have a Six centre in Dhaka city and different location.**
- **We have 3 yrs Experience**

Legal Status

Legal Status :

- ❑ ADD International under registration by the NGO affairs, Registration No: 804/94.
- ❑ We will convert the PANAHA Centers into the Social Business and it will be registered under the Companies Act, 1994 .

Products

- * Children's shirts,
- * Children's T-shirts
- * Children's trousers



Target Customers

- * Low income families in rural areas
- * Urban middleclass families
- * International buyers



Competitors



- Local Retailers
- RMG Exporters



Marketing, Selling and Distribution

- * Members from the Disabled People Organization (DPO) Network of ADD International will form a distribution system to supply products to remote rural areas of Bangladesh.
- * Products will be supplied to markets in Dhaka City
- * Products will also be exported to foreign countries



Project Location



- ◆ Dhaka City (Initial Stage)
- ◆ Future Locations:
Sirajganj
Chittagong

Financial Analysis For 5 Years:

- * Total fund requirement \$125,000.
- * Production cost \$1.5 per piece)
- * Price analysis: 1 pc in rural areas \$1.25 (1)
- * 1 pc in urban areas \$1.75 (2)
- * 1 pc export price \$3.00 (3)

- * Average sales price at local market is \$1.50 (1+2)
- * Average sales price including export is \$2.00 (1+2+3)

- * Total income in domestic market: \$900,000 (sale price \$1.5)

Financial Analysis:

- * There is no surplus or profit; it will be break even in two year.
- * If we can join global supply chain, and export 1/3 of production:
- * Domestic market income: 400,000 piece @ \$1.5 = \$600,000
- * Income from export: 200,000 piece @ \$2 = \$400,000
- * Total income (domestic and export) \$1,000,000
- * Profit will be \$100,000

Social Impact

- * Create employment opportunities for disabled individuals
- * Initially around 150 people with disabilities are expected to be employed through this social business.
- * RMG sector become accessible for employment of people with disabilities.
- * Poor kids have access to clothing.

GDP Contributions

- * Creating employment opportunities for 500 persons with disabilities within 5 years will contribute to the GDP.
- * Sale of apparel in domestic markets and export to foreign markets will also add to GDP





* **Thank You!**