



VISION/MISSION:

- Hundreds of poor (landless and jobless) people from CHT are engaged as (temporary) daily labors in the NTFP production industry in the CHT, Cox'sbazar and Chittagong districts.
- CHT people will grow non-timber forest products and will avoid use other than commercialization of NTFP products.
- The social Business will explore avenues for sustainable income and assets for ethnic people as entrepreneurs.

BUSINESS OBJECTIVES:

- To use the local resources (Bamboo, Cane & different grasses) for sustainable livelihood.
- To involve aboriginal (including disabled) people in mainstream development activities by exploring their full potential.
- To increase income and assets for securing improving livelihoods.
- To create job opportunities and job sustainability.

WHAT SOCIAL PROBLEM IS IT ADDRESSING?

- Ethnicity and exclusion from mainstreaming development,
- Joblessness and poverty,
- Double tiers administration systems (CHT regional council and CHT district council) restrict investors in operating business,
- Marketing channel which could open windows for exploring potentials of indigenous people,
- Deprivation of the much needed and urgent economical and social development of the CHTs.

HOW CAN IT BE OVERCOME?

- The Social Business explores opportunities for using local resources for sustainably earning income and increases assets,
- The Social Business creates jobs and increases opportunities some people currently being sold lower prices without any value addition,
- The "CHT Regional Council and CHT District Council" jointly help producers and investors for promoting such social business for restoring their habitat and culture,
- The Social Business provide business incubation supports to local entrepreneurs for running viable production units by using their local labor forces and indigenous knowledge which traditional values.
- The Social Business buys NTFP products from producers at a fair market price, and sells it with a the highest profit possible, to the industries,
- The Social Business creates constant production and selling activities where indigenous entrepreneurs get scope to bargain and claim higher prices.

EMPLOYMENT OPPORTUNITY:

CREATING EMPLOYMENT OPPORTUNITIES FOR THE POOR AND JOBS AND PERMANENT SOURCE OF INCOME FOR THE POOR AND JOBLESS IN THE CHT REGION OF BANGLADESH THROUGH FAIR WAGES, JOB SECURITY AND PROMOTION OF PRIVATE ENTERPRISES.

SOCIAL IMPACT:

- The NTFP producers family could sent their kids near by schools.
- To make provision reserve forest and/or Khasland for cultivation Non-Timber Forest Plants.
- To train selected participants on multiple use NTFP and it's production Techniques who could easily earn 4,000-6,000 or even more per months after completing one year apprenticeship.
- The Hilly people will grow planned cultivation of NTFP which will contribute to conserving climate positively.
- To generate groups of ethnic people involved in production-selling activities replacing environmental hazardous items like plastics and others.



LOCATION:

INITIALLY THE PROJECT WILL BE IMPLEMENTED IN SELECTED ETHNIC COMMUNITIES OF RANGAMATI AND BANDARBAN DISTRICT S OF CHTS. HOWEVER, IT WILL BE EXPANDED TO ALL OTHER HILLY AREAS OF CHITTAGONG AND COX'SBAZAR DISTRICTS OF BANGLADESH IN FUTURE.

- **Legal Aspect:**
- **Company:** The business has been running by NOWZUWAN which is in the process of getting registration from legitimate authority. As stated above, social entrepreneurs have been producing cane and bamboo products (decorative and households appliances) for meeting local demand. However, NOWZUWAN has started (jointly with local entrepreneurs) smaller scale business very recently. We have been looking for investors for establishing social business ensuring benefits of bigger numbers of participants and wider coverage.
- **JV or individual :** The proposed Social Business might be a joint venture firm with mutually exclusive terms and conditions of both parties.



Income and Expenditure Statement					
Particulars	2013	2014	2015	2016	2017
A CAPITAL INVESTMENT:	785,000	325,000	75,000	0	0
Office Equipment					
Computer	35,000	35,000	0	0	0
Printer & Photocopier	20,000	0	0	0	0
Furniture & Fixture	50,000	50,000	25,000	0	0
Scanner	40,000	-	50,000	0	0
Boat for Rangamati and Bandarban	400,000	0	0	0	0
Motor bike	240,000	240,000	0	0	0
B Working Capital (C+D)	8,208,000	9,122,250	10,464,500	11,578,000	12,275,700
C Purchases of NTFP products	4,000,000	3,104,250	3,262,500	3,875,000	4,062,500
D Total Expenditure:	4,208,000	6,616,000	7,202,000	7,703,000	8,213,200
Salary & Allowances	1,404,000	2,808,000	3,510,000	3,510,000	3,510,000
Training Expenses	100,000	100,000	40,000	75,000	75,000
Travelling Expenses	144,000	288,000	432,000	576,000	720,000
Wages and commission	2,000,000	2,200,000	2,420,000	2,462,000	2,928,200
Warehouse for store items	60,000	120,000	180,000	180,000	180,000
Carriage cost	500,000	500,000	600,000	700,000	800,000
Administrative Expenses	150,000	175,000	250,000	350,000	250,000
Total investment cost in a year:(A+B)	8,993,000	9,447,250	10,539,500	11,578,000	12,275,700
Sales per year	4,000,000	6,800,000	10,540,000	14,229,000	19,209,150
Profit per year	-4,993,000	-2,447,250	500	2,451,000	6,933,450
# of employment generate	100	150	200	250	300
Payback period	2.24825				
Break-Event Sales	10479473				

