



**‘Social Business for vulnerable
women in Rakibnagar under Tangail
District’**

Vision and Mission:

Vision:

Offer dignified employment to slum dwellers in Rakibnagar slum in Shaikhpur, Tangail in order to improve their livelihood.

Mission:

Provide training on basic elements of production and handicrafts in or to produce products to be sold at local markets.

Business Objective

- Produce fashion and handicrafts items and facilitate the sale of items at local markets, including through working with local fashion houses with whom BASA has established relationship; simultaneously, a web-based platform for selling garments to consumers abroad.

What is the social problem?

- Lack of employment opportunities for slum dwellers Rakibnagar located in Shaikhpur, Tangail.
- Low literacy rate among the slum dwellers
- Early marriage and polygamy are happening due to lack of awareness and poverty

How can it be overcome?

- Train and employ people living in specific slum areas of Tangail to produce handicrafts and clothing items. Expose and build leadership capacity of selected target people for their emergence on as social entrepreneurs.

How to measure social impact?

- Statistics can be gathered yearly to see if amount of slum dwellers in project areas have decreased.
- Children's of slum dwellers are going to school.
- Early marriage and polygamy are reducing

Product:

- On block printing and applying natural vegetable-based dyes to the fabrics.
- Dress making (All sorts of women, men & kids wear)
- Jute Product (Ladies bag, Tiffin bag Money bag folder, etc)
- Bamboo & Cane Product(Tray, Basket, Table Runner, File holder etc)

Product Example:



Marketing, selling & distribution system

- Products will be marketed to local markets and fashion houses with whom BASA has established relationship; simultaneously, a web-based platform for selling garments to consumers abroad.

Target clients

- The slum of Rakibnagar in Tangail district has been chosen for this project since inhabitants can be generally classified as extremely vulnerable, having been relocated by the government from various locations in Bangladesh in 2004, with most people currently working in very low paying and extremely difficult job (eg Van pullers and women are maid servants).

Employment Opportunity

- The slum of Rakibnagar in Tangail district has been chosen for this project since inhabitants can be generally classified as extremely vulnerable, having been relocated by the government from various locations in Bangladesh in 2004, with most people currently working in very low paying and extremely difficult job (e.g. rickshaw and van pullers and women are maid servants).

Legality

- It will be a company as per The Company Act of Bangladesh, 1994.
- A partnership agreement will be signed between Grameen Trust and BASA, where all sorts of terms and condition will be clearly specified. 75% investment will be done by Grameen Trust and 25% from BASA.
- It is a running project and we want to convert it as a social business

Management of the project

Target people themselves and a small management team to be appointed by the implementing organization to guide and promote the business. Through the process of implementation 2/3 entrepreneurs will be groomed up for taking up the responsibility of the social business and they will act as an ambassador to expand the business.

Location of the piloting phase

Rakibnagar slum, Shakhipur, Tangail district.

Financial Analysis:

Financial Projection

Particulars	1 st year	2 nd year	3 rd year	4 th year	5 th year
Revenue :					
Sales	870750	1872500	3485250	4101500	4814400
Total Revenue					
Cost of Goods sold	653500	1417500	2663425	3039050	3695250
Gross Profit	217250	455000	821825	1062450	1119150
Expenses :					
Administrative &	384150	382080	370676	382736	380918
Other expenses					
Total Expenses	1037650	1799580	3034101	3421786	4076168
Net profit	-166900	72920	451149	679714	738232

Projected Cash Flow

Particulars	1 st year	2 nd year	3 rd year	4 th year	5 th year
Opening Balance	-	727600	674520	816669	1196383
Investment (Own & Support fund)	1000000	0	0	0	0
Sales	870750	1872500	3485250	4101500	4814400
Others receipts	0	0	0	0	0
Total Receipts	1870750	2600100	4159770	4918169	6010783
Fixed Assets & Others	105500	76000	59000	0	0
Salary & Admin. Expenses	384150	382080	370676	382736	380918
Cost of Production	653500	1417500	2663425	3039050	3695250
Pay back to Grameen Trust	0	50000	200000	200000	300000
Pay back to BASA	0	0	50000	100000	100000
Others payment	0	0	0	0	0
Total Payment	1143150	1925580	3343101	3721786	4476168
Closing Balance	727600	674520	816669	1196383	1534615

Profit

All Profit from the social business will be re-invested to further develop the enterprise and for up scaling.

Social Impact

- Dignified source of income for slum dwellers in specific areas of Tangail.
- Life and livelihood will be improved.
- Anti- social activities like snatching, conflict, eve-teasing, sexual harassment will be reduced

Thanks