

10<sup>th</sup> Social Business Design Lab

21<sup>st</sup> December, 2013

# MOBILE PLANT NURSERY & CLINIC



# WHAT DO WE WANT TO DO?



## The Social Business Idea

- Mobile plant nursery
- Agricultural services
- Sale of fresh produce

**Location**  
Dhaka City

## Social Objectives

- Providing city dwellers with easy available and affordable agricultural services
- Creating job opportunities for landless workers
- Providing Tokai children with steady revenues, social education and night shelter

# BUSINESS MODEL

Set up a nursery plant and train landless workers to plant crops using pots made from various household materials bought from Tokai children



Sell the crops to city-dwellers on a mobile plant nursery, who stops at pre-scheduled days at different locations in Dhaka

Motivate city-dwellers to use every possible space at the apartment for gardening (roof, stairs, balcony etc.) and give them the opportunity to sell their surplus on the van

Set up a hotline, offering agricultural services by specialists



# WHO ARE WE?



We are agricultural experts

We work eco-friendly

We partner with students and advisors of reputed public and private universities of Dhaka City.

# INVESTMENT

## Revenues :

	<u>Sales</u>	<u>Expenses</u>	<u>Profit</u>
1 <sup>st</sup> Year :	3,510,000	3,689,000	(179,000)
2 <sup>nd</sup> Year:	6,084,000	5,874,000	210,000
3 <sup>rd</sup> Year:	7,098,000	6,795,600	302,400
4 <sup>th</sup> Year:	9,126,000	8,737,200	388,800
5 <sup>th</sup> Year:	10,140,000	9,786,000	354,000

## Plant Cost: 1,000,000/-

- Rickshaw Van (80,000X5) : 400,000/-
- Office Equipment: : 200,000/-
- Working Capital : 400,000/-
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**Break-Even period:  
approx. 2nd years**

**Pay-back period:  
approx. 4 years**

# SOCIAL IMPACT

Permanent employment for landless workers .

Steady income and social education for street children

Promotion of gardening to women and children

Chemical free, fresh produce for city- dwellers.

