



# A SOCIAL BUSINESS OF URIR CHAR AGRO

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9<sup>TH</sup> SOCIAL BUSINESS DESIGN LAB · 16<sup>TH</sup> NOVEMBER 2013

# ABOUT

## Lt. Col (Retd) Md Didarul Alam, Bir Pratik

- ❖ Founder of Col Didarul alam Foundation, a social welfare organization based in Sandwip-Urir Char, ctg'
- ❖ National Gallantry award holder thereby a socially reputed personality
- ❖ Director of computer school based in Sandwip for teachers.
- ❖ Assisting the Secondary School in Urir Char, Sandwip
- ❖ Runs general knowledge based quiz/ stipend program in sandwip-urir char.
- ❖ Gives awards to good teachers, social workers, writers, agro entrepreneurs etc at grass root level.
- ❖ Runs a online newspaper and a blog.

# WHAT DO I WANT TO DO?

## Social Objectives:

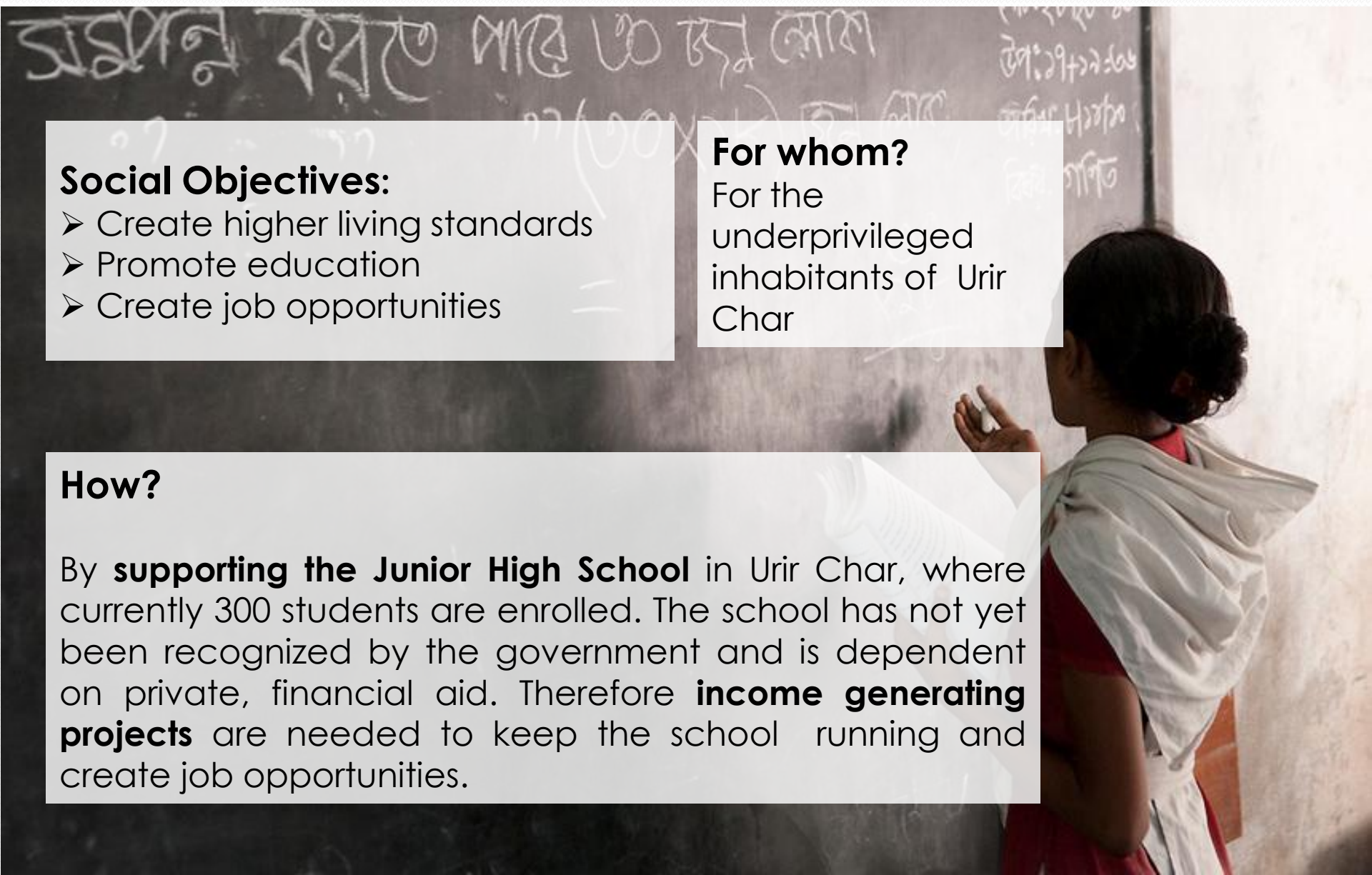
- Create higher living standards
- Promote education
- Create job opportunities

## For whom?

For the underprivileged inhabitants of Urir Char

## How?

By **supporting the Junior High School** in Urir Char, where currently 300 students are enrolled. The school has not yet been recognized by the government and is dependent on private, financial aid. Therefore **income generating projects** are needed to keep the school running and create job opportunities.



# BUSINESS MODEL

## The Social Business Idea:

Setting up a Social Business company, which focuses on animal farming

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- Duck breeding
  - Fish farming
  - Cattle rearing

## Future Business Ideas:

- Shuktie- making
- Transportation of goods
- Bio-gas production

# DUCK REARING/BREEDING

## **Sales**

Ducks and eggs will be sold on the market

## **How will Urir Char Agro Ltd. help?**

By providing baby ducks and a duck home

## **Benefit for other business**

Duck waste can be used as fish food



# FISH FARMING



## Sales

Fish will be sold on the market

## How will Urir Char Agro help?

- Install deep tube-wells to water the ponds during the dry season
- Create employment for 2 fishermen
- Provide fishermen with fish ponds

## Benefits

- fish ponds on 6 acres of land available on the school complex
- Duck dung will be used as fish food

# CATTLE REARING

## Sales

Grown up cattle is sold in the market before Eid

## Benefits/facilities

- Enough green fields available
- Villagers are well experienced in cattle rearing
- **Extra income for poor families**

## How will Urir Char Agro help?

By providing cattle-calf to beneficiary families

# INVESTMENT

## Initial Capital Investment

Tube well	100'000 Tk
Preparatory works of ponds	100'000 Tk
Duck home	30'000 Tk
Wired fence	30'000 Tk

## Working Capital

Cattle-calf	200'000 Tk
Fish pona	40'000 Tk
Baby duck (500x60)	30'000 Tk
Duck food	50'000 Tk
Fish meal	30'000 Tk
Office cum store room	10'000 Tk
Fuel for pump	20'000 Tk
Salaries (6 months/2p)	60'000 Tk

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**Total investment required: 700'000 Tk**

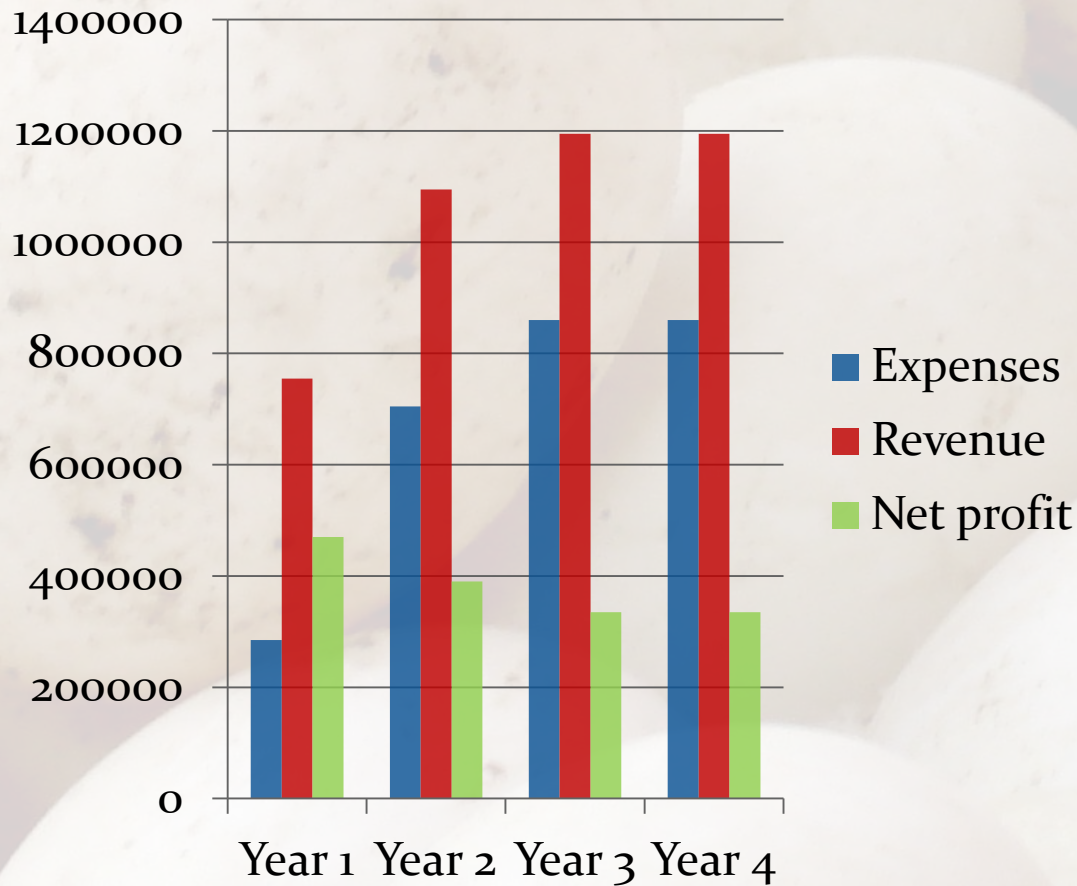
## Means of Finance:

<b>Entrepreneurs will invest</b>	<b>: 40%</b>
<b>Looking a potential Social Investor</b>	<b>: 60%</b>





# FINANCIAL PROJECTION




**Break Even Point**  
Within first year

**Pay back period**  
4 years

**Total Revenue after 4 years**  
1'530'000 Tk.

**Total Revenue for the school (50%)**  
840'000 Tk.

# **SOCIAL IMPACT**

A photograph of a rural scene. A woman wearing a green sari with a pink border is standing and looking down at a brown cow. A young child in a yellow shirt is also looking at the cow. In the background, there are trees and a simple structure. A man in a blue shirt is crouching on the ground in the lower right corner.

**Creation of job opportunities**

**Economic development**

**Upgrade of living standards**

**Fresh water from tube wells for students and villagers**

**Creation of a literate community & Promote higher education**

**Creation of a business minded community**