



ফ্রিফ্রন্ট  
ইন্ডিয়া

*A social business addressing the issue of ethical consumption...*

# MISSION

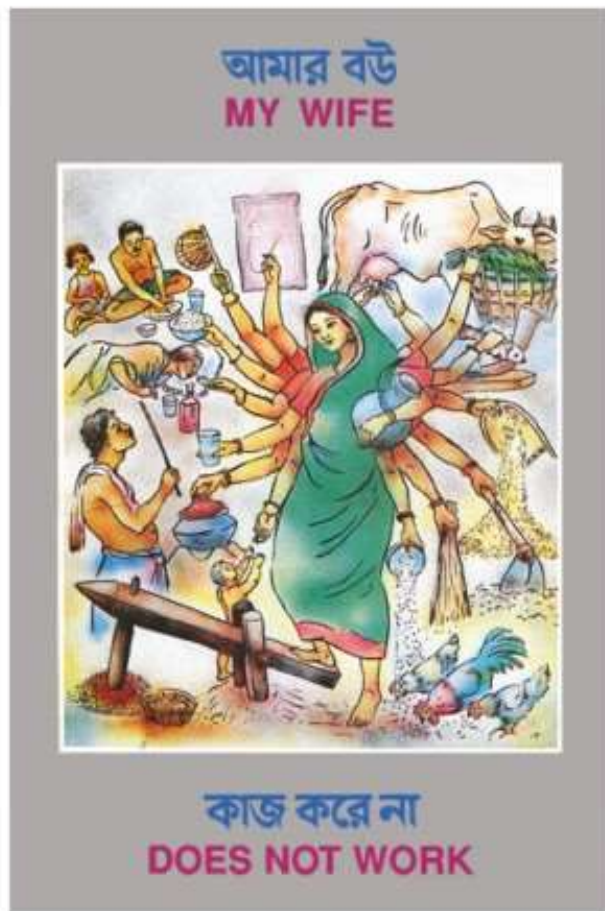


**The Tripty Project fuses modern design with traditional handicraft in a transparent supply chain to benefit vulnerable women in Bangladesh, preserve the natural environment and present consumers with an avenue for ethical consumption.**

## SOCIAL PROBLEM IDENTIFIED

Vulnerable Women of Bangladesh  
Consumer Connections to Products

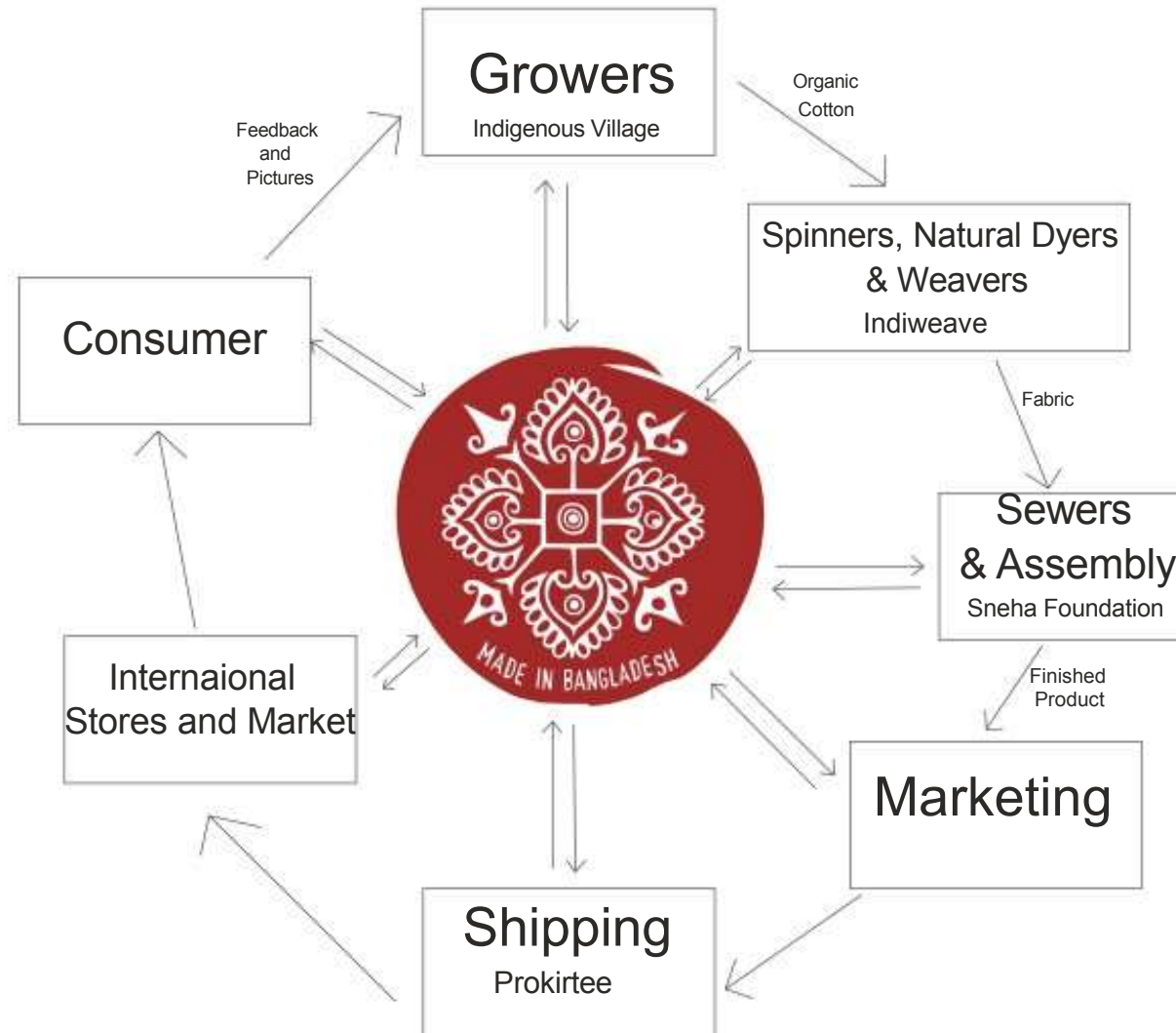
Lack of recognition in the international market



Who made  
your clothes?



# BUSINESS MODEL



# PRODUCER

Local Handicrafts Manufacturers



sneha  
FOUNDATION



# SOURCE OF RAW MATERIALS

Ethnic handicrafts made from fabrics produced by the indigenous tribal women of Bangladesh





# WHAT IS OUR PRODUCTS?











# MARKETING STRATEGIES :




## Tripty ত্রিষ্টি

*Socio-Economic Empowerment and Sustainable Traditional Handicraft Design Marketing Project via Income Generating Tailoring Business for Poor and Vulnerable Sex Trafficked Women and Adolescents Girls of Meherpur district in Bangladesh*

Sharmin was married off at the age of 16 because her family was too poor to support her. She said the happiest day of her life was a year later when she gave birth to a baby girl but the joy quickly turned to sadness because her husband, who was a drug addict and abused her, was upset it was not a boy. He began asking her parents for money, abusing her, and finally divorced her, leaving her and her baby helpless on the street. They were starving and Sharmin was nearly forced to become a prostitute to feed them. Luckily, Sharmin heard about CDP and came to them for help. CDP helped her and her daughter, bringing her into a community support group and giving her training in handicrafts. Once she finished the training, CDP was able to provide her with a sewing machine so she could start her own business. Now she operated her own business with pride and happiness because she can provide for her family.




*Project Managed by: Brooke McEver, Belén Vázquez González, Marie Sophie Petersson in Collaboration with: Centre for Development and Peace (CDP) - www.cdpbangladesh.com belen@thetriptyproject.com*

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**FRONT SIDE**

THIS PRODUCT WAS MADE WITH MATERIAL THAT WAS HAND WOVEN BY WOMEN IN RURAL TRIBES OF THE CHITTAGONG HILL TRACTS TO PRESERVE TRADITIONAL LOCAL CRAFT. IT WAS ASSEMBLED IN DHAKA BY A DREAM FACTORY 'OPERAJE' BENEFITING AND TRAINING SURVIVORS OF THE BANU PLAZA FACTORY BUILDING COLLAPSE AND LETTING PROFITS GO TO WORKERS' SAVING ACCOUNTS FOR THEIR CHILDREN'S EDUCATION.

YOUR PURCHASE HAS MADE A DIFFERENCE IN THE LIVES OF POOR WOMEN IN BANGLADESH BY CRAFTING AND SELLING THESE PRODUCTS TO YOU THEY CREATE A SUSTAINABLE LIVELIHOOD FOR A BETTER FUTURE. THIS PRODUCT IS UNIQUE AND CARRIES WITH IT STORIES OF THE WOMEN IN BANGLADESH WHO MADE IT.

MADE IN BANGLADESH

partners:   

**BACK SIDE**

THIS PRODUCT WAS MADE WITH SUSTAINABLY GROWN JUTE AND COTTON SOURCED LOCALLY AND VEGETABLE DYER TO MINIMIZE THE ENVIRONMENTAL IMPACT OF RAW MATERIALS. IT WAS ASSEMBLED IN DHAKA BY A DREAM FACTORY 'OPERAJE' BENEFITING AND TRAINING SURVIVORS OF THE BANU PLAZA FACTORY BUILDING COLLAPSE AND LETTING PROFITS GO TO WORKERS' SAVING ACCOUNTS FOR THEIR CHILDREN'S EDUCATION.

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partners:   

**BACK SIDE**

THIS PRODUCT WAS MADE WITH RECYCLED SARI AND TRADITIONAL KANTRA DOILS. IT WAS HAND STITCHED AT A PROJECT THAT ASSISTS POOR WOMEN SURVIVORS OF SEX TRAFFICKING IN RURAL VILLAGES ON THE BORDER OF INDIA. IT WAS ASSEMBLED IN DHAKA BY A DREAM FACTORY 'OPERAJE' BENEFITING AND TRAINING SURVIVORS OF THE BANU PLAZA FACTORY BUILDING COLLAPSE AND LETTING PROFITS GO TO WORKERS' SAVING ACCOUNTS FOR THEIR CHILDREN'S EDUCATION.

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partners:   

**BACK SIDE**

OPTION 2 (STORY ON SEPARATE TRANSPARENT PAPER)

## TARGET MARKET:



- Ethical Producers
- High end Handicraft

- Interested Wholesaler and Shops in Seattle, San Francisco, London, Copenhagen, Australia, Bali, Spain, NYC, Portugal, Paris

- Environmentally Conscious Consumers

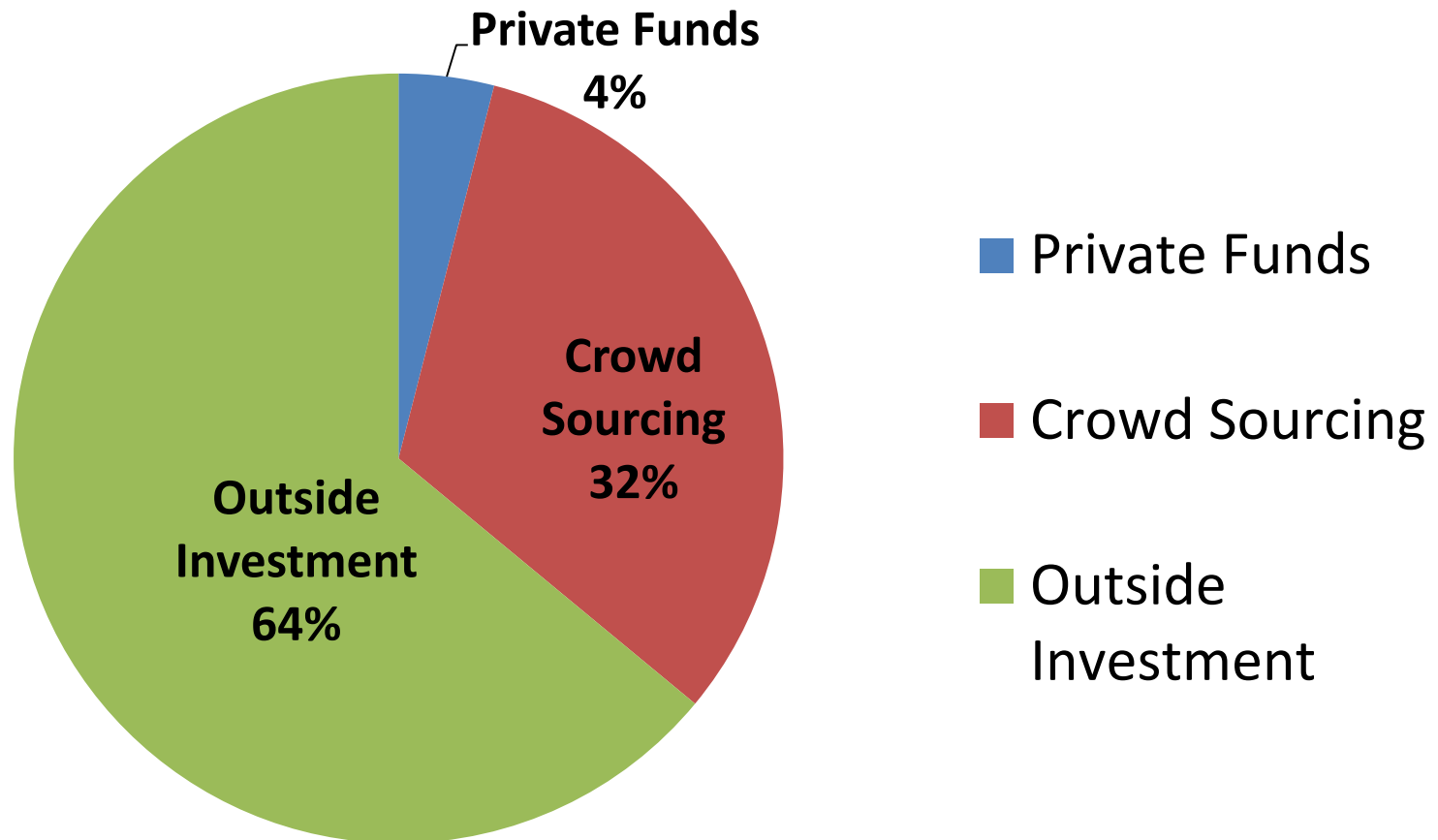




# PROJECT COST : 5 Million BDT



SOURCE	AMOUNT (BDT)
Private Funds	Tk. 200,000
Projected Crowd Sourcing Revenue	Tk. 1,600,000
<b>Required Outside Investment</b>	<b>Tk. 3,200,000</b>





# EXPENSES



<b>EXPENSE BREAKDOWN</b>	<b>AMOUNT (BDT)</b>
Woven materials: estimated 500 yards	Tk. 500,000
Jute material: estimated 500 yards	Tk. 130,000
Hand Stitched Sari: estimated 200 yards	Tk. 80,000
Finishing	Tk. 200,000
<b>TOTAL RAW MATERIAL COST FOR ONE YEAR</b>	<b>Tk. 910,000</b>
<b>TOTAL LABOR COST PER YEAR</b>	<b>Tk. 1,272,000</b>
<b>TOTAL MARKETING &amp; COMMERCIAL COST PER YEAR</b>	<b>Tk. 400,000</b>
<b>GRAND TOTAL FOR ONE YEAR</b>	<b>Tk. 5,000,000</b>



## FINANCIAL FORECASTS

METRICS	
Projected Break Even Point	<b>March 2015</b>
Projected Profit after 1 year	<b>Tk. 880,040</b>
Projected Profit Increment	<b>10%-20% per year</b>
Investor Payback Period	<b>5 years</b>

### Future Reinvestment of profits:

- 1 • Marketing
- 2 • Inventory
- 3 • Training & Staffing

It will be a joint-venture company

# SOCIAL IMPACT

## ***Employment***

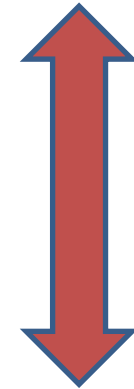
30 indigenous female weavers  
7 Rana Plaza victims (Beneficiary number increase in continuing years)

## ***Ethical Option***

Providing consumers with an eco-friendly and ethical shopping option

## ***“Made in Bangladesh”***

Re-branding locally made Bangladeshi products under a positive light.  
Handicraft Preservation







Triptych  
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Thank  
you