

Empowering Trans-Gender People Through Social Business

Vision /Mission:

- Dignified employment opportunity and respectful work environment for neglected trans-gender segment of the population.
- To empower Transgender people in **Sadar Ghat, Sutrapur, Dhaka** area to build economic stability through employment or business development.



Examples of handicrafts:

Clay showpiece, candles, jute bags, embroidered pillow cover, bed sheets, table mat, jewellery box etc.



Business objective:

Manufacture handicrafts items by training employees to produce different products to be sold domestically in Bangladesh and exported to various vendors abroad.



What is the social problem?

- Stigma, social exclusion, and discrimination are givens for trans-gender people in Bangladesh
- Undignified treatment and lack of employment for trans-gender in our society makes them unable to earn a dignified living.
- Trans gender resort to begging and hassling people on the street and during big occasions such as weddings, births, etc. for money.

How can it be overcome?

- Provide dignified work environment and employment opportunities for trans-gender by training them to produce handicraft items.

Employment opportunity:

- Exclusively hiring trans gender so that they may participate in the economy through employment opportunities.
- Initially hiring 25 employees.



Similar businesses:

- A replica of this business model already exists in Brahmanbaria.
- Beauty parlors around Dhaka tend to employ some trans-gender people .

Social Impact:

- Improving the livelihood of a neglected segment of the population and improving their social standing.

How do you measure social impact?

- Semi-annual independent survey of employees to find out about working conditions and general well being of the labor force.
- Improvements made in working conditions based on survey.



Locality:

- The trans-gender people usually stay in groups.
- They usually are located in various areas of Dhaka namely: Shampur, Sutrapur, Demra, Azimpur, Khilgao, Dhamrai, Hatirpool and Mirpur.

Project Location:

- Gazipur, Dhaka.
- Project will start on a trial basis and include 25 people from various areas.

Marketing:

- Various departmental stores around Dhaka region.
- Long term plan: To attract foreign market for export

What is the investment size?

Investment Size : 50.00 Lacs

Land & Building : 35 .00 Lac

Office Equipment: 5.00 Lac

Working capital : 10.00 Lac

Source of fund:

- **Searching for Investor .**

Break Even Point: 1 st Year

Pay back period: 3 years