



**Internship Report on
Social Business & Sustainable Development Goals**

Submitted By:

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Department of Business Administration

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Submitted To:

Md. Kamruzzaman Didar

Assistant Professor

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Date of Submission: 12-02-2020

Letter of Transmittal

Date: 12 February, 2020

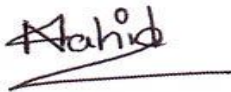
Md. Kamruzzaman Didar
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

It gives me immense pleasure to have the capability to handover the internship report on “Social Business & Sustainable Development Goals”. This internship program has furnished me the chance to work with “Social Business Creation” competition organized to solve Social Problems to achieve Sustainable Economic Development with the power of Business. Apart from the academic knowledge gained through this internship program and preparation of this report has given me the chance to find out about the whole mechanism of social business. I believe that the expertise I acquired from this study will be an invaluable asset in my life.

It has to be mentioned further that without your skilled recommendation and cooperation, it would not be possible to finish this report. Please give me your judicial recommendation on my effort and grant my paper to satisfy the requirements of the BBA program.



Sincerely,

Nahid Arman

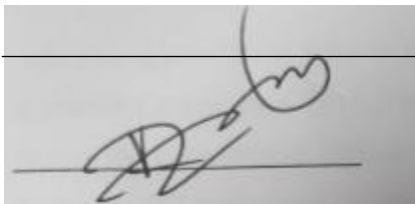
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Letter of Approval

This is certify that **Nahid Arman, ID # 152-11-4708**, BBA (Finance), is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his required internship program from HEC Montreal, Canada through online module and participated in Social Business Creation Competition 2019. He has prepared this internship report on the theme of Social Business under my direct supervision. His assigned internship topic is “**Social Business & Sustainable Development Goals**”. I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.

I have gone through the report and found it a well written report. He has completed the report by himself. I wish him every success in life.



Md. Kamruzzaman Didar

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

It is for sure an extraordinary delight to have the chance to submit the internship report successfully. In the process of preparing this report, at the very beginning, I am extensively grateful to Almighty Allah for giving me the strength and patient to make such an authentic report.

I would like to convey the heartiest gratitude to my honorable supervisor Md. Kamruzzaman, Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. For consistent instruction and guidance to prepare this report properly and also for consistent help during the course and competition period.

I might want to demonstrate my appreciation to HEC Montreal, Canada. Especially Dr. Mai Thi Thanh Thai (Associate Professor, Department of Entrepreneurship and Innovation, HEC Montreal). For providing me a wonderful opportunity and guidance to learn about Social Business as well as implementing the learnings at the same time during the course period.

My true appreciation goes to team Pedicare, International Runner-up team of Social Business Creation Competition from Daffodil International University for their continuous guidance during the competition period. They were truly very co-operative and friendly in nature. Without their mindful assistance, it could be very difficult to complete the competition and this report successfully.

I would also give thanks to the university authority for providing an excellent computer lab and library facilities.

ABSTRACT

By making poor people owner of a business or enjoying the business by serving them with product or services without taking any personal profit is the concept of social business which stands on seven principles created by noble laureate Professor Dr. Muhammad Yunus. This study attempts to explore about social business and its possibility toward sustainable development.

Today's civilization is in wrong track. To protect the civilization and make a better world United Nations provided 17 sustainable development goals to fulfill within 2030. Social business created a new dimension and showed an innovative way to achieve these goals by doing business at the same time solving social problems. This study will cover all detailed information social business, how it works, how it generates profit, business model and types of social business, social challenges in Bangladesh, already running social businesses etc. At the same time this report will also cover how social business can help to achieve sustainable economic development by solving these social challenges.

Table of Content

TABLE OF CONTENTS

CONTENTS	PAGE
Letter of transmittal	III
Letter of approval	IV
Acknowledgements	V
Abstract	VI
Table of contents	VII
CHAPTER	
CHAPTER 1: INTRODUCTION	1-5
1.1 Introduction	2
1.2 Background of the study	3
1.3 Scope of the Study	3
1.4 Objectives of the Study	4
1.5 Methodology of the Study	4
1.6 Limitations of the Study	5
CHAPTER 2: SOCIAL BUSINESS OVERVIEW	6-10

2.1 Social Business	7
2.2 Types of Social Business	8
2.3 Seven Principles of Social Business	9-10
CHAPTER 3: SUSTAINABLE DEVELOPMENT GOALS AND SOCIAL BUSINESS COMPETITION	11-20
3.1 Sustainable Development Goals	12-14
3.2 SBC 2019 Format and Eligibility	15
3.3 Judging criteria and Prizes	15-16
3.4 Competing Projects in 2019	16-19
3.5 Journey towards Canada	19-20
CHAPTER 4: SOTEJ - THE PROJECT	21-27
4.1 The Project	22-25
4.2 Background Story	25-27
4.3 Business Model Canvas	27
CHAPTER 5: FINDINGS, CONCLUSION, RECOMMENDATION	28-31
5.1 Findings	29
5.2 Recommendations	30
5.3 Conclusion	31
REFERENCES	32

Chapter: 01

Introduction

1.1. Introduction

“Social business” is works for solve a social problem. Like a business it is also financially sustainable, because all the profits are reinvested to help the business growth of the business. Social business is a new dimension for free market economy. Like other business profit maximization is not the major goal. It just identify the social issue and solve it with its all effort. Where the traditional business are always run for making profit and maximize the wealth.

Social business is more sustainable than any other business because in social business there is an intelligent team to make an effective decision. On the other hand the workforce are also skilled and they also get the market competitive wages. Social business finds social issues, create is direct social impact and make a huge change. Charity is not always a good sense to solve the surrounding problems but to invest in social business it starts to make profit and be financially sustainable by reinvest it. After investing in this business by investor then business grown in its own way to serve more people and remove the problem successfully.

Nobel laureate professor Dr. Muhammad Yunus was first introduced the concept of social business with the target to remove poverty from the society. Currently Yunus Social Business Center connect social investors with social businesses for very special purpose, to address the worlds most pressing problems such as nutrition, energy, environment, education, health. They do this with their social business incubator funds where local incubator teams are search for and create social business opportunities to help communities in need by developing a business plan, providing world business training and opening doors for useful networks. When this businesses becomes successful, then this businesses have to pays back this initial investment so the same money can be use to solve more social problems. Currently Yunus Social Business Center is working in 11 location in 10 countries to find more social problems and make a great change.

1.2. Background of the Study

At the beginning of 1980 several countries more and more businesses and organizations began to pursue social interest rather than profit within the rule of free market. Reasons for this are to be found in the inadequacy of both the traditional businesses and of the govt. policies to respond to social problems. It took many years for the governments to recognize a form of business where the ultimate goal is not profit, but social development. On January 01, 2016 United Nations targeted seventeen sustainable development goals to obtain by 2030 to make a better and sustainable world. Among these goals “No Poverty, Good Health and Wellbeing, Gender Equality, Affordable and Clean Energy, Decent Work and Economic Growth” are the five goals to obtain as early as possible. These five goals are also known as “The Big Five” goals. With the target of solving humans problems, “for example: creating an income source for poor or providing them with essential products and services like healthcare, clean water or clean energy” Professor Dr. Muhammad Yunus invented the concept of Social Business. As Social Business and Sustainable Development Goals by the United Nations has a common vision, Social Business can be an innovative dimension to obtain sustainable development. Different program like Social Business Creation, Social Business Summit etc. are working hard to promote social business and creating different opportunity to become a Social Business entrepreneur. Ellie Ward from British Council said that “Once poverty is gone, we'll need to build museums to display its horrors to future generations.” This is the vision of Professor Muhammad Yunus. It is also the vision of the UN member states that created the Sustainable Development Goals.”

1.3. Scope of the Study

This study represents the need of social business to bring a sustainable development of the society. Before prepare this report 8 months long training had been provided by HEC Montreal, Canada, to understand elaborate information about social responsibilities, Identify the social problems, how to make a pre structure for solve a problem, how to make an effective solution, how to proceed for action, how to overcome the challenges, find the social ventures every detailed had been provided by HEC Montreal. The tool needed for the study is different online seminars, virtual classes and Social Business Creation course module. In this study, the main

focus is to solve social challenges like poverty, hunger, gender inequality, health issue etc. with the power of social business.

1.4. Objectives of the Study

The Objectives of the study are as follows-

- To know how social business bring a huge impact on society.
- To know about SDG and how to gain it through social business.
- To find the social problems by using the tools which are related with Social Business and SDGs in Bangladesh.
- To know about the Social Business Creation Competition hosted by HEC Montreal.
- To know about the idea of the Social Business Venture – “Sotej”.
- To make recommendations to enhance the impact of Social Business and SDGs in Bangladesh.

1.5. Methodology of the study

To prepare this report most of the data have been collected naturally. The members of ‘‘Sotej’’ attended 380 door steps of the farmers in 4 different districts and collect the data. In this report also secondary data has been used.

Sources of secondary data are:

- ❖ Social Business Creation Module by HEC Montreal
- ❖ Yunus Social Business website
- ❖ Social Business Creation Website
- ❖ UNDP website
- ❖ Individual Social Business Website
- ❖ WHO

1.6. Limitations of the Study

During making this report lots of facilities have been available to prepare this report successfully and also some obstacles have been faced during the study period. These obstacles are also termed as limitations of the study.

Some of the limitations are as follows:

- ❖ The scheduled time was not sufficient to cover all data.
- ❖ During this time getting permission from different organizations was tough.
- ❖ All the data are not available in the websites.
- ❖ Most of the secondary data is not updated.

Chapter: 02

Social Business Overview

2.1. Social Business

A Social Business is the way to gain social objectives. In this business the investors and the owners get back their investment by and by, but not get any profit or dividend from this particular business. When they get back the investment then they can reinvest the same amount to gain the new objectives of society. The main goal of their investment is to solve social challenges to make the society beautiful. There is no personal gain for the investors. Most of the countries around the world are successful because they believe on change they believe on social business. The business has to cover all of its expenses like other business to be able to generate profit, at the same time the company must achieve social objectives. Such as zero hunger, health care, service for poor, clean and healthy society, make opportunities for the poor to earn their livelihood, rural development of the society, nutrition for malnourished children, clean and safe drinking water, renewable energy, etc. After getting the investment and after a certain period of time when the business come to breakeven point it will returning the investment to the investor. After return all the investment to the investor it will try to reach more and more areas to reach more people.

According to noble laureate Professor Dr. Muhammad Yunus, A social business must follow 3 criteria. These criteria are as follows:

- Social objectives: A social business must fulfill a positive social objectives. have to find a social problem which is creating obstacles for the prosperity of the society and make an effective plan to solve it, e.g. health care, education, poverty, environment or pure drinking water
- Non-profit distribution: Investors cannot enjoy profits or dividend they get back the Invested amount after a certain time and they can reinvest it.
- A business may also be classed as a social business if is owned by the poor, and therefore the profits directly work to achieve the social objectives of the business, hence this second definition. (Grameen Health Care Service)

The main difference between a social business and profit-maximizing business is social business main goal is to addressing social challenges and doing social welfare. In a social business the reason for profit to make it sustainable. Where a profit-maximizing business always runs personal gain, increase value of the firm, making share holder more beneficiary. CSR is an additional as well as optional for them. On the other hand, Social business is not charity. Because in this business the investors are not donate the money they invest the money to make profit to reinvest the profit to reach more and more areas to help more people, for the development of society, environment, and economy. Charity money has only one life. When the charity money finishes it needs more donation. According to Dr. Muhammad Yunus “A charity dollar has one life, a Social Business dollar can be invested over and over again” (Yunus Social Business, 2011).

2.2. Types of Social Business

Anyone can own social business, no matter he is poor or rich. On the other hand there is a criteria of this business is that owner cannot enjoy any dividend or profit, where another criteria of social business is the poor people must be benefited. So there is a complexity how a poor owner can be the owner of social business. Because if they cannot enjoy any profit it will not satisfy the social objectives. To solve this issue social businesses are divided into two categories. These categories are as follows:

Type 1: Business must follow the social objectives to make the society gainer on the other hand business must make profit for its sustainability. But there is two conditions.

- 1) The owner of this kind of business cannot enjoy any dividend or profit.
- 2) Owners cannot be poor.

But business has to cover all the expenses through the business operation. The reason to operate the business for owners is to solve social problems.

Type 2: In this category of social business, the business owner is poor and can take profit from the business. So, if owner or investors take dividend they can be financially sustainable. It is also fulfilling a social objective. Here is also some conditions.

- 1) The poor investor cannot enjoy the profit if this particular product is made by him.
- 2) If the product have a huge demand on abroad and this particular product is gaining a huge amount of profit.
- 3) In this situation he can enjoy the high salary as a high authority employee. (Grameen Healthcare Service).

2.3. Seven Principles of Social Business

Social business stands on seven principles developed by peace noble laureate Professor Dr. Muhammad Yunus. The principles are:

1. Objective of the Business: The main objective of social business is to find out the social complications and designing a business model to solve this social issue. Where traditional business always focusing on maximizing wealth and generating profit. Social business also generate profit not for enjoy it only for maximize its size to solve more and more social issues (profit maximization only for business can be sustain). In this business the owner do not get any personal benefit where traditional business is only for personal gain.

2. Financial and Economical Sustainability: Social business must be financially sustainable so that the business can return all the investment. This business may be called financially sustainable when it can make profit after meeting all the business operation cost and the other costs. If it is not sustainable then it cannot change the existing economy.

3. Investment & Dividend Policy: In social business, the whole investment will be return gradually. After a certain time the investors only get back their invested amount. No dividend is given beyond investment money. But as an employee, owners can take a good salary.

4. Retained Earnings policy: In this policy the invested amount by investors or owners paid back successfully, profit of the business stays with the business. Company expands their operating area to serve more people to achieve more social objective.

5. Environment-Friendly: Now a days in every traditional business there is many activities which are harmful for the environment, now almost every factories are through their industrial waste in the environment because they do no follow proper wastage management. This is not only the threat for the environment also for society. But a social business is always environment friendly. In social business have many waste management project to

6. Market Competitive Wages: Though social business is driven through a social objective, the workforce is living in the present age. They can be poor or sufficient but they have to bear their daily expenses. So, social business must offer a market competitive wage.

7. Work with Happiness: The happiness of traditional business owner comes from the success of business in term of profit/wealth maximization but the happiness of social business comes from contributing to society, a selflessness work. Owners and workforce have to be happy for what they are doing for the business.

A social business is designed and operated as a business enterprise, with products, services, customers, markets, expenses, and revenues—but with the profit-maximization principle replaced by the social-benefit principle (Yunus, *Creating A World Without Poverty: Social Business and The Future of Capitalism*, 2008).

Chapter: 03

**Sustainable development Goals
&SBC**

3.1. Sustainable Development Goals



Figure 3: United Nations SDGs

The Sustainable Development Goals is the master plan to achieve a happy and healthy society for the betterment of the people of the country. Every day we have to face so many social challenges, including those related to health, inequity of gender, hunger, threats of global warming, unemployment, education, good cities and so on and UN is target to achieve these goals within 2030. For this reason 17 SDG goals were targeted by the united nation in 2015. These 17 targeted goals are:

1. End poverty in all its forms everywhere: UN targeted to end the poverty in a stable form. So that without any charity people can bear their daily expenses. Sustainable development's first goal is to reduce extreme poverty which is per head expenses is under 1.25 USD per day.

2. Zero Hunger: People from any country the first need is food, not only foods people need the access of good nutrition. In the world there are so many countries who are not able to provide this food to their people. All children should get rid of malnutrition. Because todays children's are the futures assets. For this reason UN have a target to increase productivity of agriculture to

remove hunger from the society. By providing finance, training, monitoring, and providing raw materials.

3. Good Health and Well-being: Every person have the right to get proper health care. Today the countries who are successful, the good health of its country people is the main reason behind success. The main motive of this goal is to provide a good health services to the people and reduce the child mortality rate from every country.

4. Quality Education: Education is the key feature for the prosperity of any country. Education is the main weapon to achieve the challenges of the world and also creates more and more opportunities. An educated citizen knows well how to be healthy, how to take care of babies, how to make a good nation. United Nations targeted a free education for all at primary and secondary level. It also includes technical education and skill improvement.

5. Gender Equality: Discrimination between male and female reduce the potentiality of economic growth also it deny to live their life fullest. So this goal targets to end discrimination and violence against woman and girls.

6. Clean Water and Sanitation: Water is an essential element to survive but it may cause unnecessary death. Safe and affordable drinking water and proper sanitation can reduce this mortality rate. This goal also includes efficient use of water so that wastage of water can be reduced,

7. Affordable and Clean Energy: Dependency on fossil fuels is unsustainable and harmful for the environment and it is also a big reason for climate change. For this reason United Nation is focusing on affordable renewable energy like solar energy and increasing efficiency of energy.

8. Decent Work and Economic Growth: A growing stable per capita income, efficiency in production and consumption and policies that promote job creation and entrepreneurship is the main focus of this goal.

9. Industry, Innovation and Infrastructure: To meet future challenges, our industries and infrastructure should be upgraded. For this, we need to promote innovative sustainable technologies and ensure equal and universal access to data and financial markets. This may bring prosperity, create jobs and certify that we build stable and prosperous societies across the world.

10. Reduce Inequality: A huge number of the total world's wealth is held by a very little group of people. This often leads to financial and social discrimination. In order for nations to flourish, equality and prosperity should be available to everybody - regardless of gender, race, religious beliefs or economic status. When each individual is self-sufficient, the whole world prospers.

11. Sustainable Cities and Community: Population of current world is growing rapidly. To accommodate everybody, modern, sustainable cities must be developed. To survive and prosper, a new, intelligent urban designing will be needed that makes safe, affordable and resilient cities with green and culturally inspiring living conditions.

12. Responsible Consumption and Production: Resources in the earth is limited. So sustainable management of natural resources and a planned consumption is needed to keep environment safe. There should be a sustainable consumption and production framework.

13. Climate Action: Climate change is a real and undeniable threat to our entire civilization. The effects are already visible. Through education and innovation, necessary action should be taken to protect the planet. These changes also provide huge opportunities to modernize our infrastructure which will create new jobs and promote greater prosperity across the globe.

14. Life below Water: Clean and healthy oceans and rivers are essential because 70% of our planet covering with water and we do rely on these for food, energy and water. So water pollution and must be reduced and protect ecosystem.

15. Life on Land: Humans are not the only creature of the world. Thousands of creature are living on land and they are also a part of ecosystem. To maintain this ecosystem and sustainability of earth forests must be managed sustainably, at the same time desertification should be reduced.

16. Peace, Justice and Strong Institution: World without war and violence and peace all over the world is the main target of the goal. Children must be protected from abuse and violence. Need equal law for all and access of justice for all to make a sustainable world.

17. Partnership for the Goals: Main focus of the goal is to work together. Investment throughout the world can take part to overcome all the problems and obtain sustainable development.

3.2. Social Business Creation Competition (SBC) 2019 - Format & Eligibility

Social Business Competition is structured as a course which provides experiential learning and uses a gamification approach to enhance students' learning experience. Participants will learn how to use market mechanisms to address social challenges, leverage on a social collective mindset, collaborate with various stakeholders, and develop their business idea into a real business. This competition offers a win-win platform that allows for bottom-up development.

The amount of work required from participating students is equivalent to what is required from a 3-credit course. Therefore, universities may integrate this competition into their curriculum and may award participating students with course credits according to their institutional policy.

To be eligible, each team must include at least one university student (at any level, program, and discipline). All members of participating teams must pay their registration fee to access SBC training and make presentations.

3.3. Judging Criteria & Prizes

This competition has four rounds, each of which has its own judge panel and its own criteria listed in this form. Participants must complete each round to be eligible for participation in the next round. However winning a prize in a round does not guarantee a chance of getting a prize in the next round. By the same token, not winning a prize in a round does not preclude a chance of getting a prize in the next round. This reflects the true evolving process of new venture creation.

Beside the rich learning experience, students will get chances to win several prizes of CAD 57,500 in total.

Prizes of First Round:

The top 10% teams will receive "IMPACTFUL SOCIAL BUSINESS IDEA AWARD"

Prizes of Second Round:

The top 5 teams will receive “SOCIAL BUSINESS CONCEPT AWARD”. Each of these top 5 teams will receive CAD 2,000 after having completed Round 3’s requirements.

Prizes of Final Round:

Third prize: 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

Second prize: \$7,000 cash + 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

First prize: \$15,000 cash + 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

Training:

All training activities will be provided to admit participants:

- Follow HEC Montréal’s online course comprising 4 modules specifically designed for this competition at <https://cours.edulib.org>;
- Follow 1-week training at HEC Montreal
- Showcase their projects on <http://www.socialbusinesscreation.hec.ca>;
- Use Social Business Creation competition’s online platform and templates for their activities within the framework of this competition
- Receive HEC Montréal’s participation certificates if they complete at least the first 2 rounds of the competition.

3.4. Competing Projects in 2019 Edition:

In this third edition, they admitted 98 teams consisting of 343 people from 28 reputable universities around the world.

Round 01:

In this Round, the 65 teams did a first analysis of their business idea and run a social support campaign in which they had to approach their stakeholders to get their support.

Their work in this round was essential to get early feedback to develop their business model.

Overall results Highest score: 94.50

Lowest score: 5.00

Average score: 54.86

Round 02:

The 46 teams that passed Round 1 competed for the total \$10,000 prize (each of the top 5 teams will receive \$2000) by presenting their business models and crowdfunding results.

Overall results Average score: 60.87

Lowest: 17.5

Highest: 92.50

The top 5 performers of Round 2 that won the “**SOCIAL BUSINESS CONCEPT AWARD**” (each team received \$2,000) are:

1. Mom&Me Care, CFVG, Vietnam (92.5 Points)
2. AC-COOL, Foreign trade University, Vietnam (89.25 points)
3. We Grow, Foreign trade University, Vietnam (79.75 points)
4. **Sotej, Daffodil International University, Bangladesh (79.75 points)**
5. B.Box, RMIT, Australia (78 points)



Image: This was our project & we were able to get the Social Business Concept Award
in SBC 2019 Edition

Semi Final Round:

The top 36 teams of Round 2 were selected for further training in September in Montreal. They presented at HEC Montreal, 3000, chemin de la Côte Sainte Catherine, H3T 2A7 on September 30, 2019. They were evaluated on their social and business innovation as well as the feasibility of their business model. In this round top 7 teams were selected.

- 1) Turbodega
- 2) Sorbojoya
- 3) Algomega
- 4) Sotej**
- 5) Dandasy
- 6) Mworks
- 7) Mom&Me

Three finalists were selected among the top 3 teams of the semifinal round (best team from each of the 7 rooms) to pitch to the grand public in the evening on September 30, 2019 at HEC Montreal, 3000, chemin de la Côte Sainte Catherine, H3T 2A7. They were evaluated by their ability to captivate the audience with their social business.

The Winning teams of the year

First prize: Turbodega

Second prize: Mom&Me

Third prize: M.works

3.5. Journey toward Canada (The Story):

Travelling to a country like USA or Canada is always been a dream to me. But I never thought that this dream will come true so early stage of my life.

Four Before 8 months ago I took part in a competition. The name of the competition was Social Business Creation, 2019. The competition was about observe the issues which are making obstacles for the development of the society then propose a business plan to solve this particular issue with an effective social business. As Bangladesh is a developing country so we have to face so many problems, I was determined to take part in this competition. For that reason I found some of students from different departments of my university who are experts in different tasks and who are really passionate to change the society.

We create a team & the name of our team is ‘SOTEJ’. This competition was hosted by Daffodil International University. After registration we attended so many online classes which make our understanding much stronger and helped us to understand Social Business more effectively.

In the first round we resented our Idea but we were unable to get “IMPACTFUL SOCIAL BUSINESS IDEA AWARD”

But Alhamdulillah in the 2nd round we were able to get the “ Social Business Concept Award” and be on the top 5 in the whole world.

For that team ‘SOTEJ’ got 2000 Canadian dollars.

Between the final rounds as a national host Our University organized the Regional Final Round in our University. By the grace of almighty Allah our team SOTEJ became the 1st runners up among 17 teams in our country. With the help of International Affairs Office & admission.ac of our university we applied for the visa. As everyone was telling me that Canadian visa is not so easy to get. That's why I was a little bit confused whether I would get the visa or not.

Alhamdulillah, after waiting about 20 days I got the visa on 23 September, 2019. I started preparing myself for the final competition. My University helped me in all possible ways.

I flew for Canada on 23 September morning. This was not so easy for me. Sometimes I felt that I was in a dream & someone will wake me up from my sleep. But when the plane was in the runway then I felt that, this is happening in reality. When I was in plane still then I didn't know where I am going to stay in Montreal, Canada.

The session begins. We got training from 23 - 28 September in different places with versatile instructors.

Everything was so smooth that still I can't believe. From the training session & grooming session I came to know so many things about social business. I had my day off on 29th. Because the next day was my semifinal presentation & in the evening there will be final round if our team got selected in the semifinal round then we will be presenting in the final round.

Finally, our team was Runners up!

Chapter: 04

Sotej – The Project

4.1. The Project

The nature of our social enterprise “**Sotej**” is social construction. The main motive of our project is to help the farmers to get the right payment of their product and save the country people from food adulteration. Bangladesh is an agricultural country, so most of the people of our country have to depend on agriculture. Bangladesh achieved its liberation in 1971 but still a group of people are not free. This class of people is our farmers. They are deprived from the proper payment of their product. During our pilot study we visited 10 different districts of Bangladesh and we get the common scenario of the farmers. When we asked the farmers that how much the vendors pay them, then they replied, the vendors only pay them 4 to 5 tk per kg for any kind of vegetables. But this same types of vegetables we have to purchase in the urban areas at 40, 50 to 60 tk. So from this small discussion we can understand how much the farmers are neglected in this society. On the other hand this intermediaries mix different kind of dangerous chemicals like Carbide, formalin, heavy metal, chemical, textile colors, artificial sweeteners, DDT, urea etc which are directly harmful for human body. According to WHO we found that in our country around 43% are in the health risk and 5.3 million people are suffering from different kind of dangerous diseases because of this food adulteration. So “**Sotej**” is working to stop this major issues from Bangladesh.



Figure: Logo of SOTEJ

The way we works:



Figure: Execution plan of SOTEJ

This diagram represents the whole execution plan of SOTEJ. In our country the farmers are not eligible to sell their products directly to the consumers on the other hand they do not have the preserving facilities so that they are ruled by the local vendors. When a product produced by a farmer and when it reaches to the final consumers it have to pass around 4 to 5 phases. This phases are responsible for food adulteration and price hike of the products. The main producer of our daily need product are the helpless farmers of our country but they are mainly deprive to get a sustainable life. So our thinking is different, we are creating a direct linkage between farmers and customers for that reason farmers will get the proper payment of their product as well as the customers will also get the fresh adulterate free products. Now let's talk about our execution plan, In our country there are some special areas which are special for some particular types of products. For example Narayanganj is well known for fresh milk and vegetables, Gazipur is for fresh meat and vegetables etc. We are creating club in this particular areas and there are 7 members in each club who just collect the products from farmers and bring products in our local collection point, in this point there is a heavy vehicles which bring the products in our warehouse, in our warehouse after grading the quality product this product will distributed by the sotej bazar special van, this vans will bring all the products and spread in all the urban areas. By

this way we will be able to provide the right payment to the farmers and we can also offer fresh food to the customers.

When customers get good quality product then our target will be established, this will also ensure the sustainability of Sotej.

Problem Findings:

- Lack of proper fresh food in urban areas.
- Lack of government focus.
- Farmers are deprived from modern tools and facilities
- Farmers are ruled by vendors.
- Farmers are not aware about market price.
- A poor financial condition of rural people.
- Increasing dangerous diseases of urban people.
- The farmers are migrating themselves from village to urban areas to earn their livelihood.
- Agriculture is losing from Bangladesh.

Business Operation:

We like to announce that Sotej is not only a business idea we already implement it. Now we are running our business operation in Narayanganj city. We already come to an agreement with the mayor of Selina Hayat Ivy (First lady Mayor of Bangladesh) that she will give every support to Sotej. She also appreciates us a lot to continue our project.

On the other hand we are also working with our farmers at Kishoreganj, we provided them 800 ducklings and 600 chickens also provide financial help to some families to start their own vegetable garden and after 6 months now these families are financially solvent and they also repay the money which we invested, now we are planning to reinvest this money to change the life of more farmers.

How will we make these solutions are possible:

- We will select the farmers who are really want to change their lifestyle and much willing to get a better life.
- We already manage the external helps which will boost our activities, like we make agreement with Kishoreganj Uopzilla Agriculture office to provide the farmers trainings and also provide subsidiary on agricultural equipment's
- We can provide financial help, good quality seeds, fertilizers and irrigation facilities to farmers to boost productivity.
- We will supply this products in urban areas with help of our modified vans.

In Bangladesh farmers are not get any financial help from bank or other financial institution because the banks are not willing to give them loan. So sometimes the farmers become helpless, so they have to go to the local land lord to get loan but they have to pay 40-50% interest which is really injustice with the farmers. Here we are providing this financial help to the farmers to get a sustainable life. After a particular time when the farmers return this amount we will reinvest it to the other farmers.

4.2. Background Story

According to World Health Organization (WHO), there are 43% people are in health risk and 5.3 million people are suffering from many kind of dangerous diseases because of food adulteration. So our goal is to change this trend neither we have to suffer much in future. On the other hand 70% of the population lives in rural areas. These people are depending on agriculture. But now a days the number of farmers are decreasing they are migrating in urban to get a good life because the farmers are losing interest on agriculture. This is also making barriers for the developments of country. So, we have planned “SOTEJ” to make a win-win situation between farmers and country people. By this way we can save our agriculture and also the country people.

Our Mission

Our mission is to make the farmers gainer of “Kishoreganj” and “Narayanganj” District of Bangladesh. And provide quality product to the city of Narayanganj, by this way they can lead a happy and healthy life

Our Vision

Our vision is to ensure right payment of every farmers of Bangladesh in every area. We will provide a happy healthy and beautiful life of our country people by providing healthy fresh food.

4.3 Business policy

1. The business must solve the social issues of the society, not profit maximization:

Sotej is working for the class of people who are neglected in the society, this class of people are running our economy but this country is not able to provide them a standard life. So we are trying to make the farmers financially able. Profit maximization is not the major goal of our business

2. Financial and economic sustainability:

Sotej will be financially sustainable social venture as sotej is providing good food to the country people at a lower price. For this reason at that moment we have a lots of satisfied customers a who are happy after getting Sotej product.

3. Investor get back the invested amount, no dividend is given:

We already get the investors and we come to an agreement with them that they will get back the invested amount after a particular period of time, they never get any dividend beyond invested money.

4. The reinvestment:

When the invested money is paid back then the profit will be reinvest in Sotej project, to expand the business. With this amount Sotej will improve its service and serve more people.

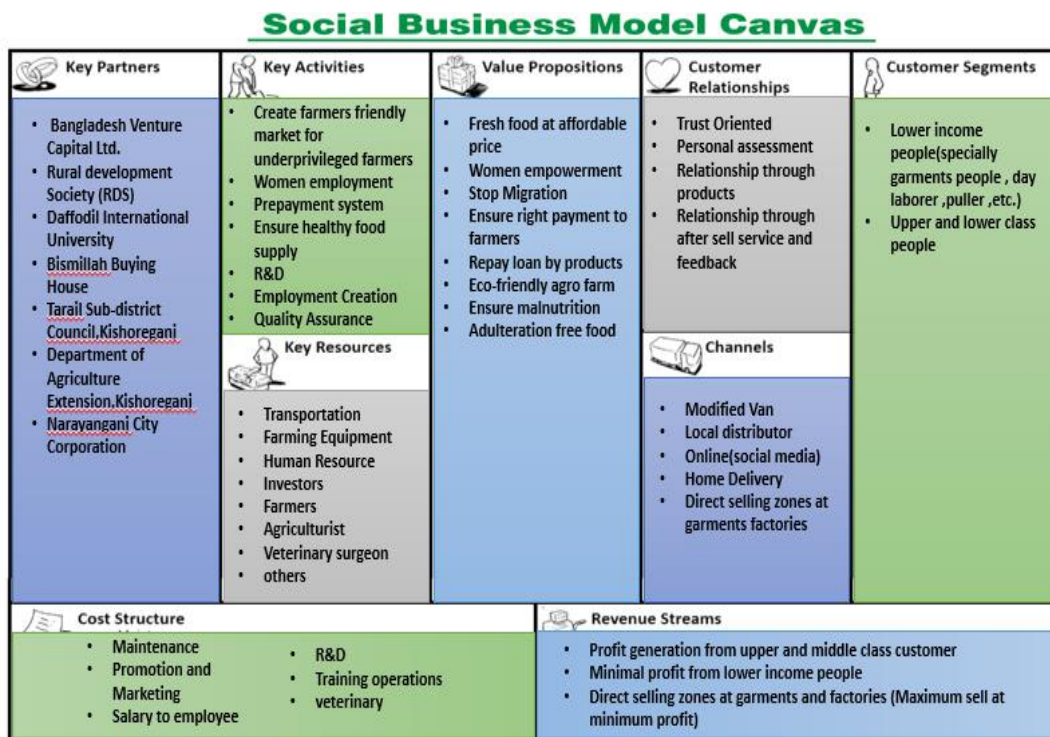
5. Workforce get market wage:

Every worker of Sotej will get the market competitive wage. There are so many members will work in village who are the local youth, by this way we will be able to remove unemployment problem from the country.

6. Do it with joy:

Every members of Sotej have enough energy will and power to change the society. During our pilot study when we visited in the villages then we see the reality of sufferings of our country people closely. From that time every members of Sotej are determined to get huge impact on society.

Business Model Canvas



Chapter: 05

Findings, Recommendation &

Conclusion

5.1 Findings:

During our pilot study we visited 150 doorsteps of the farmers to collect data and we also observe the root problem of the society which are barriers for development of society. Overall findings of the report are given below.

- ❖ A huge amount of people do not have any idea about SDG goals. Where SDG goals are the only effective way to change the society.
- ❖ Most of the business are crazy about making more and more profit. They are not playing any role to achieve the SDG goals.
- ❖ Most of the startup cannot sustain in the society because of lack funding. So new employment are not established and unemployment problem are increasing.
- ❖ Large business organization are not focus on SDG goals.
- ❖ Bangladeshi people have so many wrong concept about social business.
- ❖ Rural people do not know how to achieve SDG goals as many people are in village.
- ❖ Youth are not motivated about social business as they are not aware about that.

5.2 Recommendations

- ❖ The Government should take more and more initiatives to make the youth interested on social business.
- ❖ Business must follow the rules of social business for the entire development of the society.
- ❖ Government should manage investors who are interested to invest in social business, by this way the startup get fund to establish business.
- ❖ In this country the university students have many effective business idea, the government should observe this business idea and manage fund to make it possible.
- ❖ Government should create awareness in both urban and rural areas about social business.
- ❖ Large organizations should run their business with the rules of social business.
- ❖ Students should make some community to change the traditional business concept among the people.

5.3 Conclusion

To ensure a better future for society social business is needed. The concept of social business will change the mind setoff people to reconstruct the business model with the rules of social business to get personal and social benefit both.

Social business runs with a noble goal to address social issues. By this way rich and poor will get the same product and service. With the help of social business we can remove the discrimination from the society. Now a days if we just look forward the first world countries in the world we can observe that there every people can enjoy same facilities like medical, food, clothing, travel, education, living. It only possible in our country too if social business is constructed. Social business remove the social problem by establish SDG goals. The conception is currently being considered as an instrumental tool towards economic development through the demolition of poverty. Without the practice of social business it is not possible to make a good society.

Social Business Creation Competition is the great initiative to make people aware about social business and also encourages youth to make something different for the society. SBC create a awesome network among the young entrepreneurs and the business experts, to create a sustainable business. With the help of SBC youth become fully motivated to implement their business.

Change the country is not only the responsibility of government, everyone is responsible for the development of a country. Social BC would be the first step to make a huge of society. Achieving Sustainable development Goals are not easy but not difficult for our country. Social Business can be a way of achieving sustainable development goals for our country. If all the people as well as our government became more conscious we can achieve Sustainable Development Goals easily.

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