



“Empowered Women, Peaceful Communities”
Converting Development Initiatives into
Sustainable Business Model



Internship Report On

“Empowered Women, Peaceful Communities” Converting
Development Initiatives into Sustainable Business Model

Prepared For-

Suman Paul Chowdhury, PhD
Assistant Professor, BRAC Business School
BRAC University

Prepared By-

MST. Farhana Afruz
ID: 16364001
Master of Business Administration

Dhaka
23rd December 2018

Letter of Transmittal

23rd December, 2018

Dr. Suman Paul Chowdhury
Assistant Professor
BRAC Business School, BRAC University
66 Mohakhali, Dhaka- 1212



Sub: Submission of Internship Report

Dear Sir,

With due respect and great pleasure, I am submitting my Internship Report, which is a part of the MBA Program curriculum. It is a great honor to work under your active support and supervision.

This report is based on, “Empowered Women, Peaceful Communities”. I have got the opportunity to work in Centre For Peace and Justice on its Capacity Development Section under the supervision of Parveen S. Huda- Manager of Capacity Development.

While preparing this report, I have collected most relevant information to make this report more logical and reliable. My primary sources of information regarding this report are my superiors and colleagues. I have tried my best to achieve the objectives of the report and hope that my effort will serve the purpose.

I shall be grateful if you are kind enough to enlighten me by providing your valuable judgment regarding this report. It would be my huge pleasure if you find this report useful and informative to have an apparent perspective on the issue. Thank you for your concentration and patience.

Sincerely Yours
Farhana Afruz
ID: 16364001

Endorsement

The internship report entitled “Empowered Women, Peaceful Communities” Converting Development Initiatives into Sustainable Business Models a study on the women entrepreneurship training of regional two universities- Begyam Rokeya University, Rangpur and Jatiya Kobi Kazi Nazrul University, Trishal- Mymensingh has been submitted to BRAC Business school’s Assistant Professor Dr. Suman Paul Chowdhury. The submission partially fulfills the requirements for degree of Masters of Business Administration (MBA) of BRAC Business school, BRAC University.

The report is submitted on December, 2018 by Farhana Afruz, ID: 16364001, The report has been carried out successfully under the supervision and guidance of Dr. Suman Paul Chowdhury.

(Any opinion, suggestions made in this report are entirely that of the author of the report. The university does not condone nor reject any of these opinions or suggestions)

Acknowledgement

The successful accomplishment of this internship work is the outcome of contribution of number of people, especially those who have given the time and effort to share their thoughts and suggestions to improve the report. At the very beginning I would express my deepest gratitude to Almighty Allah for giving me the strength and the composure to finish the task within the schedule time.

I would like to express my appreciation to my internal supervisor, Dr. Suman Paul Chowdhury, Assistant Professor of BRAC Business School, BRAC University for providing me all the guidance and support that I needed mostly.

This was really a good way of learning and I really appreciate her efforts towards giving me proper line directions.

I would like to thank Parveen S Huda, Manager- Capacity Development of Centre for peace and justice. Barrister Manzoor Hasan OBE, Executive Director of Centre for peace and Justice. Muhammad Badiuzzaman, Research Co-Ordinator of Centre for Peace and Justice and Syed Mohammad Shihan Sazid, Research Assistant of Centre for Peace and Justice for rendering their valuable time and providing me with information that was very much need in order to successful of this report.

Finally, my sincere gratitude goes to my family and friends for supporting me, sharing their thought and giving me the moral support during the preparation of this report.



Abstract

This report has attempted to highlight on the experience during the period of internship at Centre for peace Justice of BRAC University. This internship program helped me to learn about the practical scenario of a multi- disciplinary academic institute and link my academic learning with practical work. Centre for Peace and Justice is committed create knowledge for social empowerment and promoting a just, peaceful and inclusive society through education, training research and advocacy. Centre for Peace and Justice started its journey in 2016. I got the opportunity to work with this organization and try to put my effort to make a in depth study, that has been presented based on my observation and experience gathered from the organization. The organization is training grow in different areas, but the main focus is given more on reach in the field of social justice and peace building and human capacity development. The paper is based on women entrepreneurship training programme under the research project “Empowered Women, Peaceful Communities” occurred in two different regional universities- Begum Rokeya University, Rangpur and Jatiya Kobi Kazi Nazrul Islam, Trishal- Mymensingh. The purpose of this report is to understand how the training system of the students of universities from different curriculum helps to a build a sustainable business plan to solve the social problem. Furthermore, the paper has also shown that different problem of women in the society of Bangladesh and how can we solve the social problems of women by turning them in sustainable business model

Keys- Entrepreneurship, Women Empowerment, Social Justice, Centre for Peace and Justice, Business Model, Peaceful Communities, Training, Social Research, Sustainable Business Plan

Table of Content

<i>Letter of Transmittal</i>	<i>i</i>
<i>Endorsement</i>	<i>ii</i>
<i>Acknowledgement</i>	<i>iii</i>
<i>Abstract</i>	<i>iv</i>
Chapter one: Introduction	02-07
1.1 Introduction	02
1.2 Organizational overview	02
1.3 Objectives	04
1.4 Research questions	04
1.5 Scope of the paper	04
1.6 Methodology of study	05
Chapter Two: Analysis & Interpretation	08-25
2.1 Social problem Identification	09
2.2 River of life	09
2.3 Submitted business Modules	13
Chapter Three: Findings & Conclusion	
3.1 Findings	27
3.2 Conclusion	28
References	29-29



List of Exhibits

Exhibit-1 brain storming of entrepreneurial skills	08
Exhibit-2 River of life One	10
Exhibit -3 River of life Two	11
Exhibit-4 River of life Three	12



List of Figures

Figure-1 Revenue stream	17
Figure-2 Types of Victim	19
Figure -3 Key resources	20
Figure-4 Physical resources	21
Figure-5 Key partner	22
Figure-6 Key Activities	23
Figure- 7 Cost structure	24

Chapter One: Introduction

- 1.1 Introduction
- 1.2 Organizational Overview
- 1.3 Objectives
- 1.4 Research questions
- 1.5 Scope of the paper

1.1 Introductions:

The internship is an integral part for anyone to gain experience in actual work place in light of their learned academic knowledge. A part from that, we learn through experience and a real life is full of different kinds of experience. We will encounter many difficulties and obstacles. In MBA or every stage of study practical knowledge plays a vital role to shape our future career. One of the most unique things is that, in business studies we are taught a verity filed of knowledge, equip our perfection as well as increases our ability to contribute in every sector of the organization different organization. I would like show my utmost gratitude to the authorities of BRAC Business School and Centre for peace and Justice for offering me such a great opportunity of learning. Last 3 months I worked in the women entrepreneurship training program under Empowered Women, Peaceful Communities Project; under the supervision of Ms. Parveen S Huda, Manager- Capacity Development and Muhammad Badiuzzaman, Research coordinator.

In these term paper I discussed about the women entrepreneurship training at two regional universities organized by Centre for Peace and Justice and it is the most important and major part of the paper. Along with I discuss the Business model which solves the social problem of the women.

1.2 Organizational overview:

Centre for Peace and Justice is a multi- disciplinary academic institute, which promotes global peace and social justice through quality education, research, training and advocacy. CPJ committed to identifying and promoting sustainable and inclusive solution to a wide range of global concerns and issues, including fragility, conflict and violence. The milestone of CPJ is institutionalize Para legalism in Bangladesh, published Flagship Research and edited volume, established innovative Lab for training, teaching and research, build global partnership with academic and research institutes, organize international conference. The vision and mission of CPJ is promoting a just, peaceful and inclusive society through education, training research and advocacy. To sustainable the mission and vision Centre for peace and justice works with-

Academic: The Academic works of CPJ is developing education programme, credit and non- credit certificate and diploma courses on peace and justice related issues.

Training: The training enhancing capacity of informal justice sector through training on Para legalism mediation and arbitration.

Research: Building research capacity, creating vibrant platform for academics and researcher to gather empirical evidence on fragility, social justice and open society.

CPJ organized national and regional training programs in Bangladesh, India, Pakistan and Sri Lanka from 2014-2017, in December 2017 CPJ and open society justice initiatives organized Asian leadership colloquium empowerment and access to justice in Bangkok Thailand. Investing in young women’s economic empowerment and skill development is one of the most urgent and effective means to drive progress on gender equality, poverty eradication, and inclusive economic empowerment. Young Women continue to experience unequal access to education skill and development and face barriers to securing decent employment and opportunities to thrive as entrepreneurs. Young women’s access to resource including land and loans, may be restricted by discriminatory laws, and young women continue to share holder an unequal share of unpaid care work, due to the persistence of traditional gender roles.

On world youth skill Day 16 July ,2016 at a side even held at the UN headquarters in New York UN Women Launched the “Global coalition of young women entrepreneurs” to promote young Women’s innovation and entrepreneurship. “Encouraging entrepreneur is one of the most impactful steps we can take in addressing some of disparities we see today.” Said UN women Deputy Executive Director Lakshmi Puri, in her opening remarks “Empowering young women to become not only Wage –earner but also the job creators are imperative for achieving the 2030 agenda and for eradicating poverty. Despite the growing evidence that investing in young women’s economic empowerment spurs global growth, that years 2016 World youth report, focusing on youth civic engagement, noted the globally young women are still less likely than young men to become entrepreneurs, in part due to cultural and social barriers , so women need specially designed capacity building session to help them

break the barriers and become successful entrepreneurs and leader of their communities.

Economic development model is the most effective for developing nation. It's creating and ecosystem for growth of startups. In Bangladesh we hardly see any women focused development programs. Taking that reality in mind, UN women in Bangladesh to develop the capacity of female student of universities to learn how to promote peaceful societies through leadership and entrepreneurship development.

1.3 Objectives:

This report will run as a task to meet the

- To identify women's capacity, resource and skill to promote social cohesion in communities
- Focus the divers of the leadership capacity of female students at the regional universities to engage in a dialogue, build resilience against gender violence and promote social cohesion
- Analyze female student-led activities connecting to innovate idea to solve social problem

1.4 Research questions:

- Are we/ team able to achieve the objective by running the innovation workshop and business planning boot camp?
- Are we getting the entrepreneurial out puts through women led innovative revenue generating project?
- Social problem solving needs to be self- sufficient (financially) and that would ensure sustainability.

1.5 Scope of the paper:

Centre for peace and Justice signed memorandum of understanding with two local public universities where it will operate capacity building trainings. The aim is to select potential 150 female students for training to equip their entrepreneurial capacity. Here are some finding summary of the activities of the capacity building component in a single cohort of students: -

Innovation workshop: we have received 430 application and selected for innovation work shop for 203 in Begum Rokeya University, Rangpur. The innovation work shop has been designed and will be facilitated to develop participant, leadership initiative to identify and try to find out solution to their own problems. Basically, the innovation work shop flourishes the student mind in different way for a success full business plan.

Business planning Boot camp: starting a small business is a monumental task, it seems like there are million things that the entrepreneur needs to take care of before she can make her first dollar. They need to register their business, set up their logistic, work out their budget figure out their market plan, test their products/service and establish good relationships with their manufacture, suppliers and of course customers, in order to get all these moving pieces together before they start, the entrepreneur should start with creating their business plan and their model. The day's business model canvass boot camp helps the aspiring entrepreneurs to know what a business plan, and it's a step by step guide on how their business will achieve its objective. Relationship, revenue stream, resources, key partner, key activities, cost structure. These all of things is highly related with business model plan.

Business plan: shortlisted to 3-4 to final presentation, presentation of finalist in front of jury Board, and finally selected for seed funding.

1.6 Methodology of the study:

In order to find out the sample training module and business module summarize different training module and research paper, we used various method to collect present data, Mainly, in this report we used two types of data for these purposes:

- Primary data
- Secondary data.

Primary data: in present primary data is not available, because the project of UN women is not complete yet. it will possible when the student will perform their presentation in front of jury board, then we will get the primary data.

Secondary data: secondary data sources are those which are published or processed material. I have collected data from some published research report, book, journal and article personnel. the training module of seven steps is come from Harvard review. Big five model training conception is come from the book of “organization behavior human behavior at work” the change management concept of training is related with the story” who move my cheese,” written by Spencer Johnson. The big source of secondary data is social entrepreneurship data, and introduction social enterprise “international labor organization data etc.

Chapter Two: Analysis & Interpretation

- 2.1 Social problem identification
- 2.2 River of life
- 2.3 Submitted Business Modules

The entire training session has different phases, before starting the training we aware the students about ground rules, the ground rules means the list of do(s) or don't(s). Such as, students can use the mobile, they will be well mannered, truthfulness, punctual etc. The first step of training is innovation workshop. the main perspective of our innovation work shop to generate the idea in the student in an innovative way, which sort out the social problem an solve it to create the business model. innovation workshop is helped the student training work in innovative way. In innovation work shop instigate the innovative mind of a student by the power that they find out the entrepreneurial skill, explain their life's ups and down by Painting river of life, and the student find social problems of the women, and finally they develop a business plan to solve the social problems of women. When they develop a business plan as a group activity the trainer help them for implement a successful business plan. After innovation work shop the student will submit a concept note of their business module within seven days. Then we go to arrange for two days boot camping plan help the students to know that what is business plan it's a guided by step by step on how their business will achieve its objective. In innovation workshop maybe, they might not fully understand about the innovation work shop after two days of practical facilitation, explaining the components of business plan, that they are able to the business plan. They will explain their business plan under value proposition, customer segments, channel etc. Then they short listed for final presentation front of jury board and one business plan selected for seed funding.

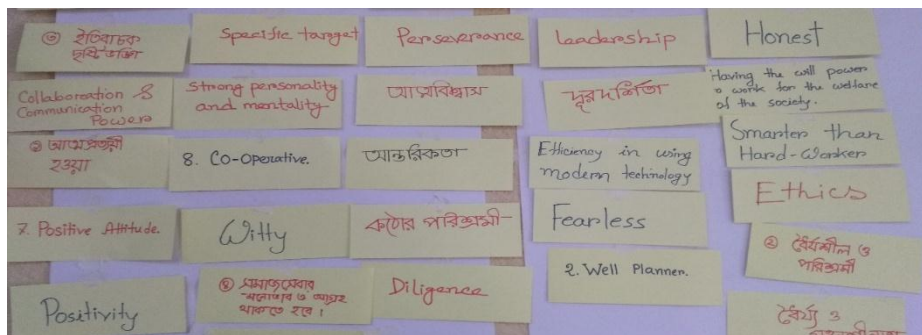


Exhibit 1: Brain storming of entrepreneurial skill

2.1 Social problem identification:

In Bangladesh women have so many problems in present situation, in our innovation work shop we find out the problems by the self-effort our student, they find out different problems of women in present perspective, such as dowry, harassment of women in public transport, child abuse, triple burden, discrimination etc. these social problems are lag behind in our social improvement in our country, now still women in our country are deprived from their basic rights, at 21st century they still struggled for their equality in our society, in our country an educated women is not free from these type of harassment, the innovation work shop designed to help to find out the problem, before identifying the social problem in our society they discuss it in their group and which problem is so acute in society they will listed the problem in VIPP cards after writing these they cluster it and discuss about these problem about their trainer. The identification of social problem of the women gives the clear vision of present state of the women in Bangladesh. From here they choose a problem for prepare their business model, this business model will must be solving the problem and create a revenue.

2.2 River of life:

Every human being has different phases on his or her life, that may be smooth or that may be hard, the river of life just finds out the incident of a man's life in an innovative way. In our innovation workshop the student draws their river of life, they explained their life from child hood to present situation I by draw a river of life, the river of life is a mirror of his life, that hugs their social problem and identification of it. Every group had five or six students, they draw their river of life. from the river of life we identify the best three River of life, and those who draw the best river of life we had given an opportunity to express her experience in verbally, which an extra ordinary experience to us, because here we find out that how crucial life of a women or a girl in our country especially the regional area of Bangladesh., when the student depict their life we felt delighted to see an strong girl, we felt sad to here that our society still create high discrimination about the women. However, the river of life is a reflection our life and crucial situation in our society.



Exhibit 2: River of life One

This river of life is explained student's life with different aspect with the help of different colors, the life of river starts with blue color, and where is blue, where green black, where black. In the river of life. When the student describes her river of life with different color, she said "I had a happy child hood, and I was a student of Cadet College, there are a so many disciplines but I enjoyed it. That was a beautiful experience of life and it was an extra ordinary life. But she did not get chance any public university after completing her study from the cadet college. she became upset. But at last she got chance Begum Rokeya University, she added. She never wants to study the Begum Rokeya University and that made her depressed because her friend already settled the best public university in Bangladesh, her friend s demotivated her about her university. That's why she had a great depression. But now she understands that "if you want you can prove yourself anywhere", and after that she said "I motivated myself, my self-confidents become increase, and she became able explore herself. I talk to her personally of her inferiority about her university, she told me that, my friend humiliates me about my university, my friend said that, I am a cadet student so why I will continue my study BRUR. She added also. I told her that You are the change maker of your own life, and leave the stereotype thinking.

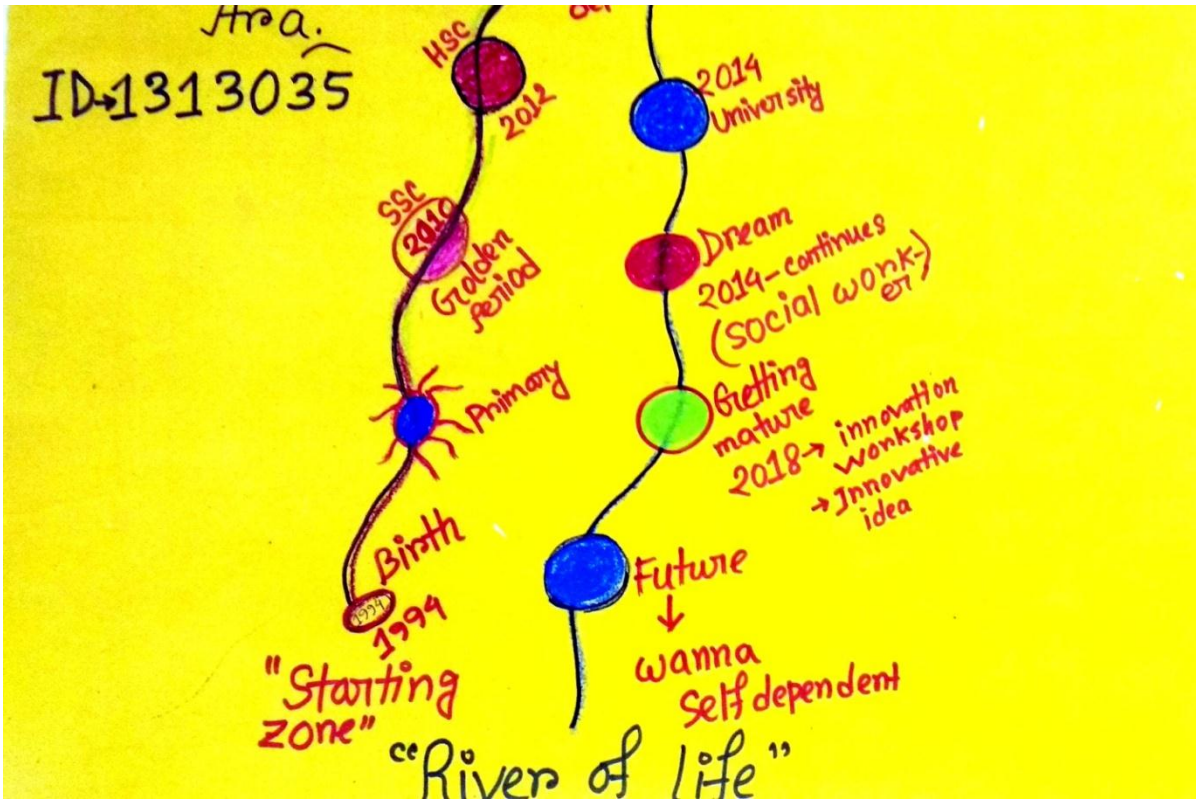


Exhibit 3: River of life Two

Every man has their own story behind their life, river of life expresses the stay behind of life this river of life also starts from his birth. When she exceeds her primary life at 2010, she met her golden period of her life, after completing her SSC he admitted in HSC as usual, from 1994-2012 she has no major change.at 2014 she admitted university., but in 2014 she finds outs her dream she joined as social worker, and she loves to do it. In 2018 she feels that she gets matured because she joined an innovation work idea in our training session. And in future she wants to be independent. She wants to be reflection of successive life at all.



Exhibit 4: River of life Three

In 1996 she was born in 2002 when she was six, she admitted in school, between 4 years no notable incident is not happened in her life. in 2006 she got scholar ship, which was hilarious for her life and adding an extra ordinary event her life, her family was so proud of her. 2006- 2012 her life was going smooth as well. But 2012 when she was again an incident maker her life river ups, she got GPA-5 and suddenly at 2012 she gets depressed which make her disappointed but she relives from it almost when she got chance BRUR 2015. In 2015 most excitement event is happened in her life she achieved vice chancellor award that was a great turn of her life.

2.3 Submitted Business Modules:

Here is a Business model, as an example from Begum Rokeya University students that our training participants created after the regroups trading of three long: -

“It is high time to stop child abuse”

Issue Addressed: We all know that; human being is the best creation of Almighty. His or her life begins by borne as a child. We also know that; the child is the future of our nation. In this sense it has to say that, giving a secured life to every child is too much essential. It is not only the rights of child but also the basic rights of every child. But it is a matter of sorrow that, we cannot secure our child in some perspective of our social life due to our conscious or subconscious mind. At present child abuse is considered as an extreme violence. It is also one of the most concerning issue in the whole world. It is a terrible epidemic that we at child help are dedicated to put an end to. The inclusion of a specific target (Sustainable Development Goals 16.2) in the 2030 Agenda for Sustainable Development to end all forms of violence against children gives renewed impetus towards the realization of the right of every child to live free from fear, neglect, abuse, and exploitation. It is the main issue of our model. The main aim of our model is to raise awareness against the child abuse. On the basis of this aim we have some objectives to raise awareness. This includes:

- *To raise awareness among children about child abuse and what to do in that situation.*
- *To give information about child abuse.*
- *To pursue realization what is child abuse and how it happens.*
- *To provide counseling among the victim children.*

Targeted Issues:

- *Child Trafficking*
- *Sexual Harassments*
- *Psychological Harassments*

- *Physical Harassments*
- *Drug Addiction*
- *Child Labor etc.*

Identifying of Causes:

- *Isolation*
- *Lack of support*
- *Lack of parenting skill*
- *Mental health stress*

The scenario of child abuse as an extreme violence:

According to Child help,

28.3% of adults report being physically abused as a child

20.7% of adults report being sexually abused as a child

10.6% of adults report being emotionally abused as a child

According to this scenario we find that, it is high time to concern every child against the abuse. As the child is not abused by themselves, they are abused by their parents and other persons of the society. Our main target is to raise awareness among the child who are abused or possibility to abuse. In spite of this we also provide counseling to the victim children who are already abused. We believe that this extreme violence interrupted the peace of our community. Despite of secured child we cannot ensure progress of our country. As the UN WOMEN and Centre for peace and justice, BRAC University made a target to build peaceful communities so we have also similar target to stop abuse against the children and make a peaceful community. Because we believe that "Secured child is the future of our nation"

Model Brief:

1. Customer Segment:

Customer segment includes two main points which are:

- Child
- Parents

Child: Child is important part of customer segment. Without child we cannot fulfill our purpose. Since child abuse is the main topic so child is the focal point of our topic. Child awareness is main objectives.

Parents: Parents are another important part of customer segment. Without parents helping we cannot fulfill our purpose. Parents help for reducing child abuse. Parents need to be conscious about their child and their problem. Child is abused by their parents directly or indirectly. So, our main purpose is to protect child abuse. So firstly, we have to build up consciousness of parents about child abuse.

2. Value Proposition:

Value proposition includes:

- Awareness
- Information
- Realization

Awareness: Awareness is the knowledge or perception of a situation or fact. Firstly, we have to aware about abuse in child. Awareness is the ability to directly know and perceive, to feel about child abuse. When child known about abuse and how they abuse they must conscious about that and they try to protect themselves.

Information: Information is any entity or form that provides the answer to a question of some kind or resolves uncertainty. We have to give information about good touch bad touch among children. Without information they cannot know about abuse. Safety circle (parents, family members) is the circle in which child are safe. So, we have to inform about safety circle among children.

Realization: Without realization they cannot save themselves. Realization is an act of becoming fully aware of something as a fact. If child realize about abuse, they easily protect themselves. So, we have to help to build up their own realization.

3. Channels: Channels includes:

- *Leaflet*
- *Posturing*

Leaflet: Leaflet is the leading open- source script library for mobile-friendly interactive maps. Leaflet is the main channel for introducing with children. Leaflet must be attractive for children. By leaflet we give the idea about abuse. Different types of art, picture and cartoons about child abuse include in leaflet which easily help to understand the child.

Posturing: Posturing is another important channel. By posturing we can give the knowledge about child abuse. Posturing must be colorful by which children easily attracted.

Website: Website is the media which help to know about child abuse. We have to create website page in website. By website, different types of people know about child abuse. Parents who abuse the child are aware about child abuse by the website.

YouTube: YouTube is another channel. By YouTube people aware about child abuse. We have to create a channel or documentary in YouTube which help public awareness.

Councilors: Councilors help the children who are victims. Victims child are helpless and they are depressed. So, they need to help by councilors.

Books: Book is another channel. By small books we have to aware about child abuse. These books must have different art, pictures, cartoons etc by which child easily understand.

4. Customer Relationship:

Long-Term Relationship: connect with the business itself through services among children and parents to aware and victims which incentivizes them to keep coming back

Social Relation: connect through website, email messaging, social media posts, make sure engaging the customers and increasing their personal connection. With the right tools in place, you can gather information and put it to use in making them feel as though they have more of a one-on-one relationship with our group

Personal Relation: Individual customers are always can knocking our door for providing services and advices how they make good friendly safe relations towards parents and children.

5.Revenue Stream

A Revenue stream is a source of revenue of a company or organization. In business, a revenue stream is made of recurring revenue, a transaction-based revenue, project revenue or services revenue.

It's mainly the income source of our business model. There are two parts in our income source.

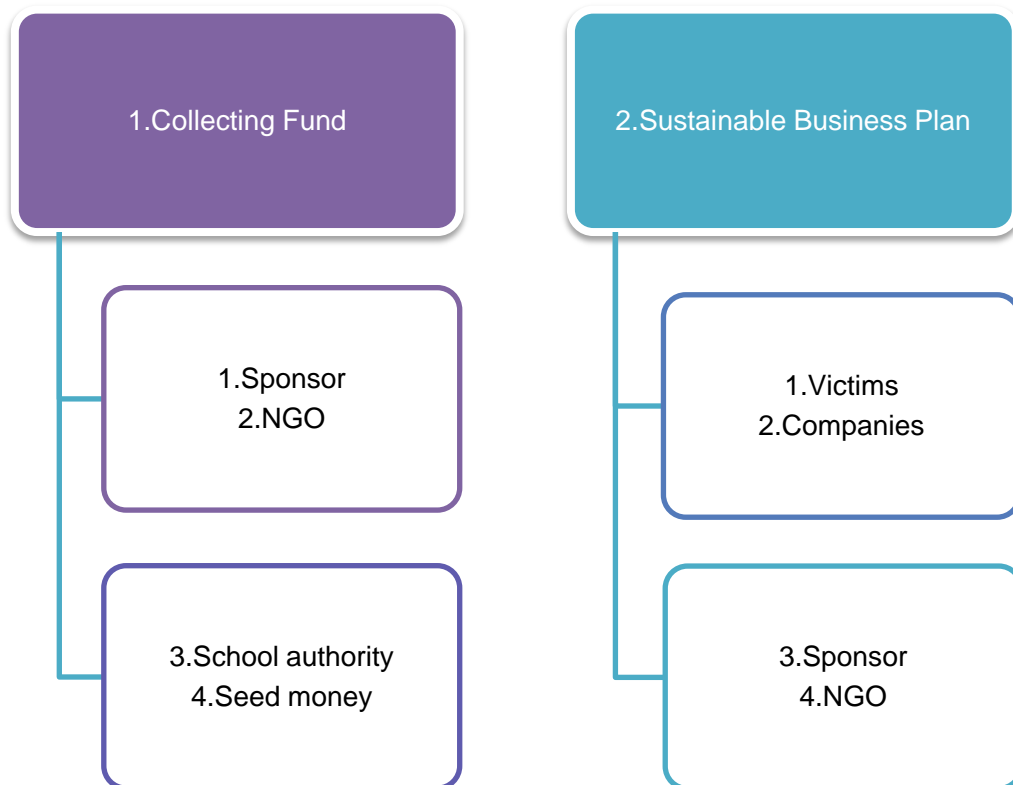


Figure 1: Revenue Stream

i. Collecting Fund

It's the initial funding of our organization.

i. Sponsor: Every small business need revenue, and while many companies rely on sales of products or services as the main income source, there are other ways to raise funds. Corporate sponsorship is a mutual business proposition that offers something in exchange for a financial commitment from a corporation.

18

ii. Non-Government Organization

iii. School Authority: We collect some fund or registration fee from which organization we conduct the seminar for raising awareness among the school children.

iv. Seed Money: To run our business the important initial funding is the seed money which we will get from the UN women and Centre for peace and justice BRAC University.

Sustainable Business Plan

Firstly, we are targeted the victims for sustainable our business by collecting right amount of

charge for counseling the victims. There are two types of victims-

Victims are mainly two types-

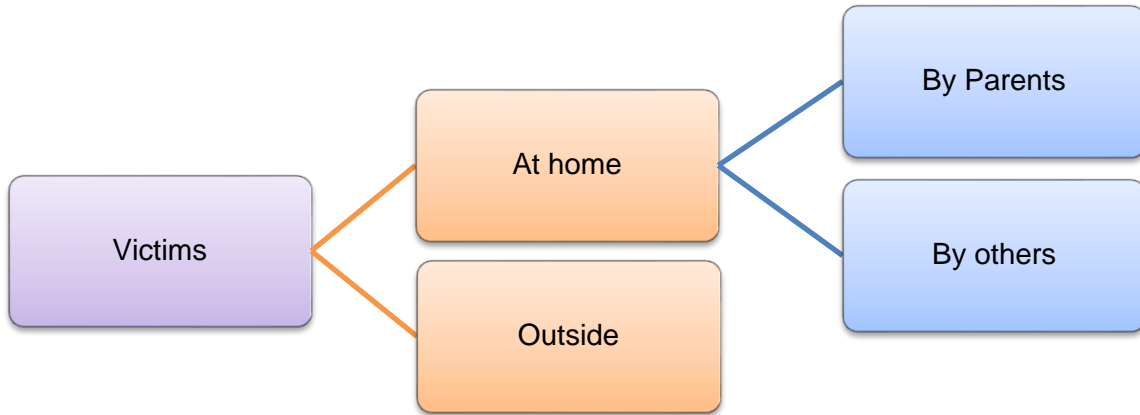


Figure 2:Types of Fund

Companies: Companies are interested in reaching audiences they typically do not have at their fingertips. It's less expensive than purchasing traditional media advertising and helps them target these individuals through an intermediary that already has their attention and trust.

We convince the companies or NGO through our objectives, progress of our organization so that they deal with us and we get fund to run our business.

6.KEY Resources

Resource is anything which provide us benefit. We need following resources to fulfill our plan. The resources which we need are divided into four major parts.

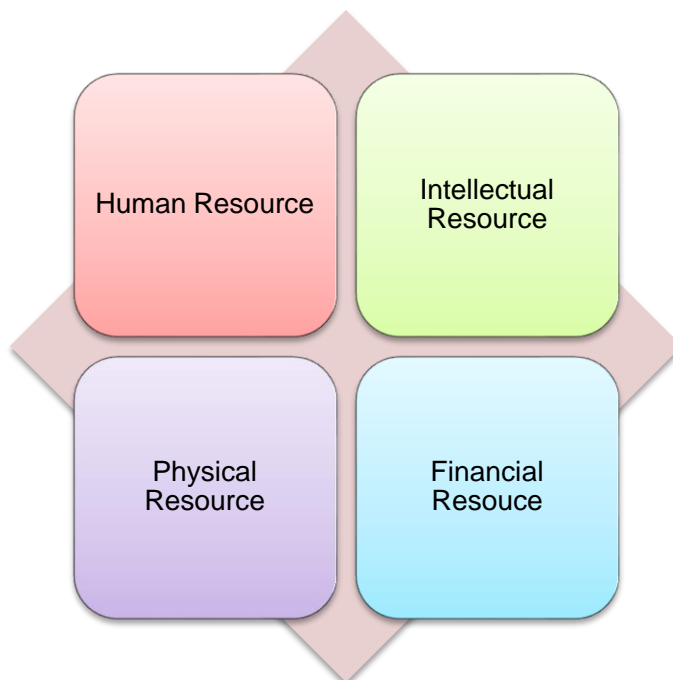


Figure 3: Key Resources

Human Resource: In every work human is need. We are the member of this group and we need to cooperate each other for our project plan. We want to do power point presentation to visualize about child abuse so that the student will able to understand the things and what should they do at that time. Besides we need the power of school authority who can permit us to do the program.

Intellectual Resource: Proper knowledge is needed off any plan. We need a skilled councilor when we face a problem. When a child victim he or she will suffer from mentally disturbance that's why we need a counselor who can help the child to lead a normal life.

Physical Resource: We need some equipment to fulfill our plan and these are:

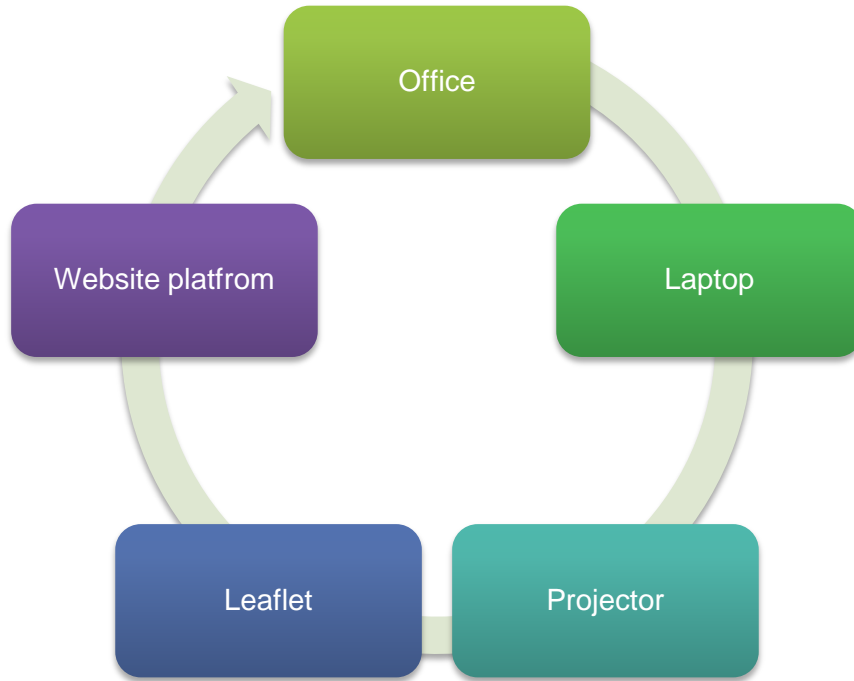


Figure 4: Physical Resources

First of all, we need an office where we can work or make a plan freely. Then we need a laptop and projector to show power point presentation at the seminar time so that the children can easily understand. We will provide some leaflet or short book having picture to show about child abuse and what should they do. Finally, we want to make a documentary for street children because they are not attentive to listen. If we show them a documentary, they will eagerly see this. After making a documentary we will build a website platform like you tube where we upload the video and we can earn a little bit by increasing viewer and subscriber.

Financial Resource: To complete our business plan we need some financial support. Financial support is needed for basic equipment, transportation cost, communication cost, office rent, leaflet and some food and toys for making attracted our program for children.

7.Key Partner: In our business model or plan we need a relationship with some partners and these are given below:

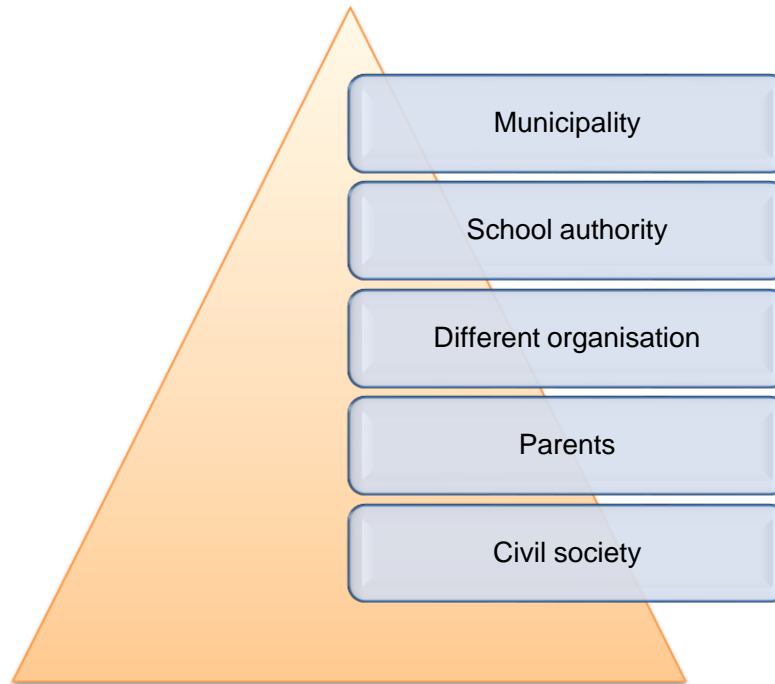


Figure 5: Key Partner

Municipality: We need legal support from municipality otherwise we will not able to move on and school authority will not support us.

School Authority: School authority is the most important partner for our plan. Without the permission of the authority and order parents and children will not want to attain our program.

Parent: Parents also our partner because basic knowledge has come from a family.

Different Organization: Government and non-govt. organization will our key partner.

Civil Society: Civil society will also our key partner if they interested.

8. Key activities: It is an important part of a business model to have major key activities in it. For sustaining our Business model properly, we also have some key activities. All of these are given bellow:

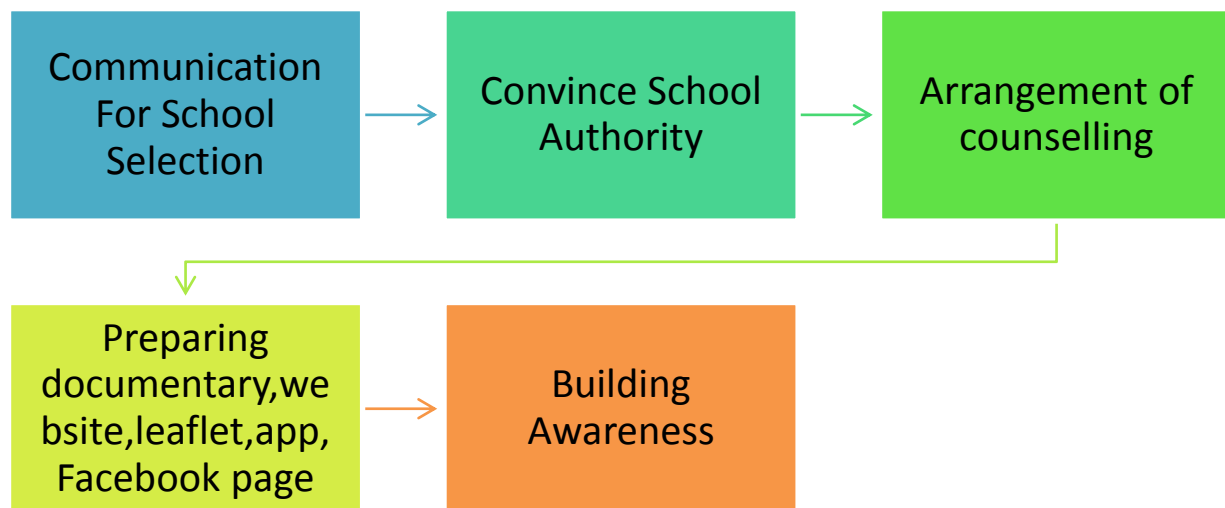


Figure 6: Key Activities

Communication for School Selection: If we want to fulfill our plan then we have to keep a regular communication process with different schools for the school selection, Because School selection is the first key of our different key activities.

Convince School Authority: For the Starting of our journey, first of all we have to need is convincing the selected school Authority.

Arrangement of Counselling: Counselling is an important segment of our key activities. We will arrange the counselling process for the students of selected school.

Preparing Documentary, Website, Leaflet, Face Book Page, App: For Building different kinds of knowledge about our activities and our organization among the students, parents and also civil society, we will create different kinds of online and offline platforms. Documentary, personal website, leaflet, app, face book page etc will be more helpful for the fulfillment of our plan properly.

Building Awareness: Building awareness is the most important and major part of our key activities.

9. Cost structure:

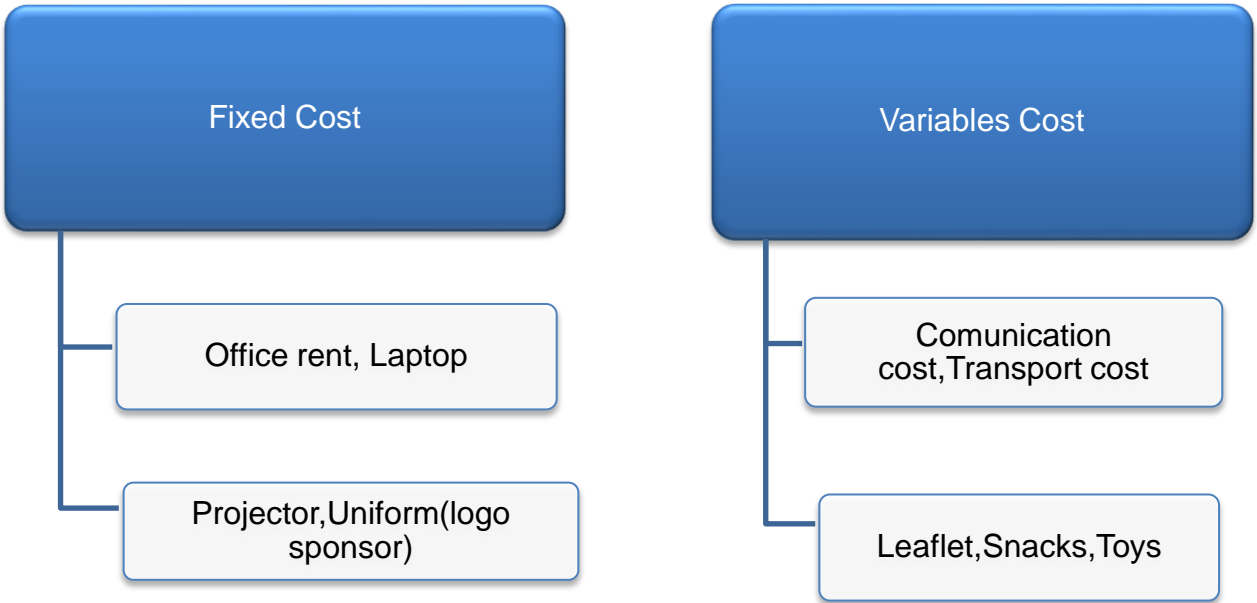


Figure 7: Cost structure

Fixed Cost: A fixed cost is an expense or cost that does not change with an increase or decrease in the number of goods or services produced or sold. Fixed are expense that have to be paid by a company, independent of any business activity. It's also business costs, such as rent, that are constant whatever the amount of goods produced. We will find fixed office rent and laptop under fixed cost group.

Office Rent: Find serviced office space to let or fixed rent in many prime locations throughout service area for a Centre house to control and maintain group work.

Laptop: As a tool for counseling and presenting in a projector that need to buy for one time in a fixed limited cost make useful our work.

Projector: As a tool presenting our ideas and sharing the view for motivation and problems or issues more or less presenting the total scenario of children in our society how they abuse.

Uniform (logo sponsor): uniform for team mate carried logo for sponsors.

Variables Cost: A variable cost is a corporate expense that changes in proportion with production output. variable cost increase or decrease depending on a company's production volume; they rise as production increases and fall as production decreases. a cost that varies with the level of output.

Communication Cost: Communication costs are frequently cited as an important determinant of trade costs indeed have a significant influence on trade patterns. Mainly our business model communication cost measures contact to municipal, school authority.

25

Transport Cost: For visualized by presentation need to meet our customers and for seed money into various places to share our ideas.

Leaflet: a printed sheet of paper containing information or advertising and usually distributed free toward students and street children.

Snacks, Toys: we can also provide individual snacks and toys to our customers that's also make attraction our words and also advertising sponsors that they can ensure us seed money

Finally, we can say child abuse is violent or threatening for children. It is also relating with physical, mental and psychology development problems. Now-a-days the most burning issues which is also concerned by Bangladesh Government as SDG goal under 16.2 as a part for consideration. For bringing intellectual future generation its need to build an abuse free society that certain important for digital Bangladesh.

Not only our aim to reduce child abuse rate but also it can be contributed on developing a better society and better nation to ensure a competitive world.

Chapter Three: Findings & Conclusion

3.1 Findings

3.2 Conclusion

3.1 Findings:

A lot of people have ideas, but there are few who decide to do something different in their life. The true entrepreneurs are a doer not a dreamer. This is the best way to predict the future is to create it. Entrepreneurship is neither a science nor an Art.

Women entrepreneurship is an important way of searching a new model of business of that strengths the hand of the women. It creates a huge opportunity for women in the economic perspective. In the first phase, while we arranged a training for the two regional area's university students of Bangladesh, we find out that they have still live in a stereotype thinking. They only go for the bank job, BCS, or anything else. Because they thing here has economic safety at all. And our entire education curriculum system also motivates us this type of thinking, here a smaller number of universities where has some entrepreneurial skill development courses. Beside that defying social expectation, dealing with limited access funding, building support network and Balancing business and family life is the common barriers of the women entrepreneurship. When we develop a business plan that could be sustainable or not sustainable, in our training the student of Begum Rokeya generated 27 business model. here we focused only one business about child abuse. The student Actually find out so many social problems and to solve the social problem they actually generated a business plan in sustainable way. Which is solve the social problem and will be the revenue generating. When they find out the business plan the business plan is good but not without limitation because here some business plan was solving the social problem but not the sustainable way, or these plans are not the revenue generating. In long-term way. Because there had different disciplines students, history, Archaeology, Anthropology, Bengali literature etc. so that was more challenging to find out a sustainable, revenue generating business model. They have no knowledge about entrepreneurship in depth. The surface level knowledge about business model is not make any sense of long-term success of business. More over the training of women entrepreneurship need to be more comprehensive way, only three days training is not enough for grooming a non- business disciplinary business student, so the training has to be more long-term in a sustainable way. In Bangladesh has a traditional thinking that

the means of economic development or successful business is depend on monetary development or economic growth where all growth considers positive. The problem in this view is that it never differentiates the economic growth from the positive and negative view. Those who are funding for the business model to solve the problem actually they think why they will fund for the business if it's not the create any revenue. They don't understand not all growth is positive. In our country the term of development is it eventually measure the prosperity, Happiness, success joy and wellbeing looking at salary. So, if the business plan is not sustainable how can it will be happened. The Techno based business model will be not sustainable because only 3% women are easily going up with the technology. And collecting the venture capital is very tough for a woman. As many women feel unsupported, unheard, or misperceived, they may not feel confident to seek outside funding to help or grow their business, instead relying on personal source of income. But now a day's time has changed women have been 32% more successful at raising capital through crowding funding than man.

However, this is the finding of entire capacity development side that we have come across the training, that create social development by a sustainable business model through women entrepreneurship.

3.1 Conclusion:

The status of women in Bangladesh has been subject to many important changes over the past few years. Bangladeshi women have made significant progress since the country gained its independent in 1971. But the rural areas women are still victim of domestic violence and the urban areas did not gain much progress not exception in this regard. Here just change the system of humiliation. Every day, women in Bangladesh are subject to different types of violence and harassment. Not only are failing to give women fair and equitable treatment, we are failing to protect them from attacks of the most appalling nature. Tragically, violence against and harassment of women t have become all too common. Here UN women just ensure the safety through women entrepreneurship training regional university's student. The training actually helped to Generate the business model in a sustainable way through the revenue generating. That the social problem of women sort out in a long- term .

List of References

- Doorn, J.V (2008). Start Your Business Manual for Potential Entrepreneurs- An adapted edition for Trinidad and Tobago. Zimbabwe: ILO Caribbean Office.
- Freetown, Eva and Leone (2014). Training on start and improve your business. Geneva: ILO, 2014.
- Books:
- Chattopadhyay, Batra and Ozsomer (2012). The new emerging market multinationals. USA: McGraw-Hill.
- Luecke, R. (2003). Managing Change and transition. Cambridge: Harvard Business Press.
- Panitch, L. & Leys, C. (2008). Global flashpoints. UK: Socialist Register.