

Youth Business Plan Competition

Completion Report

*March 1st, 2013
Bangladesh*

*Submitted
by
Muinul Faysal*

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Acknowledgement

SWITCH! could have never achieved the Youth Business Plan Competition 2013 without the encouragement, advice and belief of people around us. An enormous support from very initial stages by the University of Dhaka and the ASA University Bangladesh encouraged us to accomplish a huge task. Our special thanks goes to all the sponsors and partners, including Bangladesh Youth Leadership Center, Asian University of Bangladesh, A. R. Communications, CU Medical Systems Japan Corporation, Electro Shop, and Edward M. Kennedy Center for Public Service and Arts. Additionally, it is a great pleasure to thank all the participants who worked so hard to prepare for the competition. Finally, we would like to thank all the audience who gave us warm applause.

Executive Summary

SWITCH! organized its very first youth business plan competition from 12th to 26th of February, 2013. This competition aims to produce youth entrepreneurs and thus empower rural communities. In responding to youth out-migration from rural communities and the increasing number of youth unemployments in Dhaka, SWITCH! aims to empower young population in Dhaka so that these youths can become entrepreneurs to solve problems in rural areas through business solutions. Based on selections, group discussion and team building, 13 youth participants were selected and divided into four teams including Agriculture team, IT team, Waste management team and Food and Nutrition team. In the final round on 26th of February, four teams performed their business plan presentation to compete for the championship at the Edward M. Kennedy Center for Public Service and Arts. Their business plans are variety including soya milk producing by Food and nutrition team, recycling polyester fabric for clothing by Waste management team, building IT center by IT team and organic agriculture products by Agriculture Team. Based on six judges' evaluations, Food and Nutrition team achieved the championship and received the trophy from the chief guest, Asian University of Bangladesh, vice-chancellor Dr. Abulhasan M. Sadeq. Based on this experience, SWITCH! will take further steps and hope to expand the competition year by year.

Project Profile

Target group:

This competition targeted youth between 18 and 29 years old, especially those who are university student or recently graduated but unemployed.

Objectives:

The overall objective of the action is to empower youths in Dhaka so that they can be a leverage to revitalize rural communities. More specifically, the project aims at:

- 1) Empowering youth through lectures about business, team building and field research.
- 2) Producing youth entrepreneurs through the competition.
- 3) Creating jobs in rural areas, specifically focusing on Jamalpur district in the long run.
- 4) Addressing social problems in rural areas through the business ideas and youth entrepreneurs.



Expected results include:

- 1) Empowered youth become an entrepreneur to cope with problems in rural communities.
- 2) Created jobs and youth entrepreneurs revitalize rural communities.
- 3) Reducing the number of unemployed youths in Dhaka.

Description of the Action

SWITCH! implemented the following main activities in order to its objectives:

- (1) Youth interviews and campus visiting; (2) Workshops and Field trip to Jamalpur; (3) Youth Business plan competition.

(1) Youth interviews:

SWITCH! conducted youth interviews in order to understand causes of youth unemployment. We also conducted a selection to review potential participants for the competition and selected 13 participants from students at University of Dhaka.



(2) Workshops and field trip to Jamalpur:

SWITCH! provided two half-day workshops including team building, group discussion and tips of presentation for the selected participants on 12th and 22nd of February. Afterwards, SWITCH! organized a four-days field trip to Jamalpur with 13 participants and six staff members. With the help from local partners, participants conducted interviews local residents and visited local government offices, hospitals and libraries in order to find out problems in the area and develop business plans.



(3) Youth business plan competition:

With the partners and sponsors, SWITCH! organized a half-day youth business plan competition at the Edward M. Kennedy Center for Public Service and Arts in Dhanmondi, Dhaka on 26th of February, 2013.

We invited the following guests and judge to our competition:

Chief guest, Asian University of Bangladesh, Vice-Chancellor Dr. Abulhasan M. Sadeq

Chief advisor, ASA University Bangladesh, Vice-Chancellor Dalem Chandra Barman

Judge, Bangladesh Youth Leadership Center, Program Manager, Abdallah Naeefy,

Judge, A. R. Communications, CEO, M. Asif Rahman,

Judge, team engine, Founder and Managing Director, Samira Zuberi Himika,

Judge, fortuna Bangladesh, CEO, Fayaz Taher,

Judge, Electro Shop, CEO, MD. Balayet Hoshen,

Judge, Olympic Industries Ltd, Executive Director, Samad Miraly

The competition began with introduction by the program manager, Yohei Kato. Afterwards, Four teams performed their business plan presentation to compete for the championship.



Their business plans are variety including soya milk producing by the Food and Nutrition team, recycling polyester fabric for clothing by the Waste management team, building IT centers by the IT Team and organic agriculture products by the Agriculture team.

After a break, the competition had a keynote speech from the chief advisor, ASA University Bangladesh, Vice-Chancellor Dalem Chandra Barman. Based on six judges' evaluations, Food and Nutrition Team achieved the championship and received the trophy from the Chief guest, Asian University of Bangladesh, Vice-Chancellor Dr. Abulhasan M. Sadeq.



This is just the beginning of the new project of SWITCH!. Based on this experience, SWITCH! will take further steps and hope this entrepreneurs' community continues to bloom.



Project Evaluation and Reflection

Participants information:

Team	Name	Gender	Hometown	University and Department
Agriculture	Mizanur Rahman	Male	Mymensingh	University of Dhaka, Department of Anthropology
	Mostafa Jubayer Khan	Male	Bogra	University of Dhaka, Department of Anthropology
	Md. Abid Hasan	Male	Rājshāhi	University of Dhaka, Department of Anthropology
Information & Technology	Loban Rahman Tonoy	Male	Dhaka	University of Dhaka, Department of Development Studies
	Taoshik Ahmed	Male	Bogra	University of Dhaka, Department of Development Studies
	Mra Cha Thwoy Marma Daimond	Male	Bandarban	University of Dhaka, Department of Development Studies
Food & Nutrition	Humayun Kabir	Male	Barisal	University Of Dhaka. Department of Management Studies
	Abdul Mannan	Male	Comilla	University Of Dhaka. Department of Management Studies
Waste Management	Farhan Habib	Male	Chittagong	University Of Dhaka. Department of Management Studies
	Tasnia Tabassum	Female	Rājshāhi	University of Dhaka, Department of Public Administration
	Md. Arifur Rahman Mian	Male	Dhaka	University of Dhaka, Department of Marketing
	Abhijit Dey	Male	Chittagong	University of Dhaka, Department of Marketing
	Nilufa Yesmin	Female	Dhaka	University of Dhaka, Department of Social Welfare

Participants' business plans

Agriculture Team

Agriculture team will produce natural organic vegetable and fruits in Jamalpur so that rural people can access to safe and quality food at a decent price. Additionally, this team will also empower farmers through providing agriculture trainings and sharing its profits among farmers equally.



Information and Technology Team

Information and technology team will develop one IT center in each village so that rural residents can access to right and updated knowledge and information in the field of education, health, and agriculture. Through launching e-commerce based on the IT center, this team will also create jobs especially for women making traditional hand-make bags.

Food and Nutrition Team

Food and Nutrition team aims to reduce malnutrition in Jamalpur through their business plan. In responding to a number of people suffering from poverty and malnutrition, this team will produce soya milk at a decent price so that people in this area can access to nutritious food. Nutritious food is very important since the food can save many lives of women and children in rural areas.



Waste management Team

Waste management team will recycle garbage in Jamalpur so that they can manage plastic waste in Jamalpur and create jobs from producing clothing made from polyester fabric. Through collecting plastic waste, waste management team will also increase environmental awareness so that rural residents can keep their village clean.

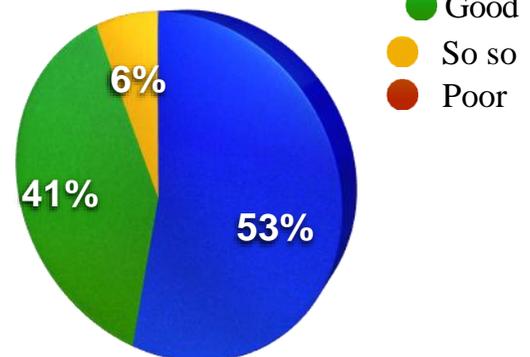
Audience information and feedbacks**Total number of participants: 50 (Male: 40 Female: 10)****Participant's country: Bangladesh, Japan****Participants' organizations:**

*A. R. Communications,
 ASA University,
 Bangladesh National University,
 Brandain Group of Companies Limited,
 BRAC,
 Titumir College,
 University of Dhaka, Department of Anthropology,
 University of Dhaka, Department of Business Studies,
 University of Dhaka, Department of Development Studies,
 University of Dhaka, Department of Environmental Society,
 University of Dhaka, Department of Finance,
 University of Dhaka, Department of Marketing,
 University of Dhaka, Department of Information and
 Technology,*

**Feedbacks:**

Although there are many things that need to be done to improve the competition better, almost all audience was satisfied with the program and hope the competition continue to be held annually.

Many audience wanted to participate in evaluating business plans. Therefore, SWITCH! will introduce a voting system so that audience can join in reviewing business plans through their votes.

Audience Feedback**Next Steps**

As a follow-up on this competition, in the collaboration with Bangladesh Youth Leadership Center (BYLC), SWITCH! will provide a leadership training for all the participants so that they can be a talented business leader. In responding to requests from participants, we will connect participants with investors or entrepreneurs so that they can have opportunities to try to get financial support or logistical support for the business.

Toward the competition next year, we would like to have more discussion and meetings with our partners and sponsors so that we can make a long term plan to implement the next Youth Business Plan Competition in 2014. From the next year, we hope to recruit more participants and provide more variety of workshops for participants in the collaboration with our partners and sponsors. Additionally, we are planning to provide financial support and logistical support for the champion team as a prize so that we can actually support youth business startup.

Budget

Attach a detailed breakdown of the SWITCH!- provided project budget, including:

- Planned costs (using most recently approved budget figures)
- Actual expenditures

<i>All Figures in Bangladesh Taka (BDT) *100 BDT= 1.27 USD</i>	Planned Expenditure	Actual Expenditure	Notes
	Sponsor Funding	Sponsor Funding	
Direct Labor			
Personnel Payable	10,000	14,600	Additional costs for moderator and poster posting costs
Public Relations			
Poster Printing costs for recruiting participants	1,200	1,200	
Field Trip			
Food costs	8,000	10,601	19 members * 2 days + 12 members *2 days
Accommodation costs	9,000	8,600	19 members * 2 days + 12 members *2 days
Transportation costs	9,500	9,420	19 members * 2 days + 12 members *2 days
Venue Decoration			
Sounds equipment lease costs	2,000	2,000	a half day rental of one mixer
Printing costs (feedback sheets, ID cards, certificate, and venue banner)	1,940	1,940	
Snacks and drinks costs	3,300	3,350	Snacks and Drinks for guests. Drinks for audience
Costs of creating trophy	1,200	1,200	
Gifts for guests (Flowers)	300	300	
T-shirts Printing costs	3,000	3,000	
Discretionary reserve			
	8,500		
Total	57,940	56,211	

Appendices

1. List of staff members and their roles

Name	Roles	University	Major
Muinul Faysal	Project Manager	University of Tsukuba	International Development
Jafar Saleh	Project Manager	University of Dhaka	Anthropology
Esmat Jahan	Guest management	University of Dhaka	Peach and Conflict
Md. Sabbir	Audience management	University of Dhaka	Philosophy
Md. Saliken	Guest management	University of Dhaka	Peach and Conflict
Md. Muhibulla	Music assistant	Dhaka college	Political Science
Farhana Kaniz Sworna	Receptionists	University of Dhaka	Sociology
Moshiur Rahman	Time keeper	University of Dhaka	Zoology
Md. Jhohirul Isalm	Moderator	University of Dhaka	Peach and Conflict
Laboni sarker	Audience management	University of Dhaka	Sociology
Mik Sworob	Music management	Bangladesh University of Engineering and Technology	Civil Engineering
Md. Mohiuddin	Food management	Titumir college	Biology
Md. Arif	Participant management	University of Dhaka	Peach & Conflict
Lutfun Nesa Emu	Receptionists	University of Dhaka	History
Promi	Receptionists	University of Dhaka	History
Soriful isalm	Video cameraman	Muhammudpur College	commerce

2. Details of the field trip to Jamalpur

Date: February 15 to 18th, 2013

Place: Jamalpur

Participants: 13 (Male: 10, Female: 3)

Staff members: 5 (Male: 5, Female: 1)

February 15th, Friday:

8:30 am: Get together at the Kamalapur station.
 3:00 pm: Arrives in Jamalapur station and lunch break
 4:00 pm: Arrives in guest house
 4:00 pm - 7:00 pm: Field observation
 Evening: Group discussion.

February 16th, Saturday:

9:00 am - 10:00 am: Breakfast
 10:00 am - 2:00 pm: Field research
 2:00 pm - 3:00 pm: Lunch break
 3:00 pm - 7:00 pm: Field research or Meeting with local groups
 7:00 pm - 8:00 pm: Break or Group meeting
 8:00 pm - 9:00 pm: Dinner
 9:00 pm - Group Discussion

February 17th, Sunday:

9:00 am - 10:00 am: Breakfast
 10:00 am - 2:00 pm: Field research
 2:00 pm - 3:00 pm: Lunch break
 3:00 pm - 7:00 pm: Field research or Meeting with local groups
 7:00 pm - 8:00 pm: Break or Group meeting
 8:00 pm - 9:00 pm: Dinner
 9:00 pm - Group Discussion

February 18th, Monday:

9:00 am - 10:00 am: Breakfast
 10:00 am - 2:00 pm: Field research
 2:00 pm - 3:00 pm: Lunch break
 3:00 pm - 7:00 pm: Field research or Meeting with local groups
 7:00 pm - 8:00 pm: Break or Group meeting
 8:00 pm - 9:00 pm: Dinner
 9:00 pm - 10:30 pm: Group Discussion
 11:00 pm - Leave for Dhaka by bus.

February 19th, Tuesday:

6:30 am: Arrives in Dhaka and closing meeting

3. Details of the final round

Dates: Tuesday, February 26th, 2013

Hours: 3:30 pm - 6:30 pm

Place: Edward M. Kennedy Center for the Public Service and Arts

9th Floor, Midas Center, No. 5, Road 16 (old-27), Dhanmondi, 1209 Dhaka, Bangladesh

Audience Fees: Free

Participants: 50 (Male: 40, Female: 10)

Guests and Judges: 8

Staff members: 16

Program Details:

3:00 pm - Venue open

3:40 pm - Program starts

Session 1: 3:40 - 4:50 pm

3:40 - 3:50 pm: Opening speech and Introduction: *Program Manager Yohei Kato*

3:50 - 4:50 pm: Business plan Presentation:

Agriculture Team, IT Team, Food & Nutrition team, Waste Management team

4:50 - 5:10 pm: Keynote speech:

ASA University Bangladesh, Vice-Chancellor Dalem Chandra Barman

*** 5:10 pm - 5:40 pm Break**

Session 2: 5:40 pm - 6:30 pm

5:40 - 6:00 pm: Closing speech and Award announcement:

Asian University of Bangladesh, Vice-Chancellor Dr. Abulhasan M. Sadeq

6:00 - 6:20 pm: Judge comments

Bangladesh Youth Leadership Center, Program Manager, Abdallah Naeefy,

A. R. Communications, CEO, M. Asif Rahman,

team engine, Founder and Managing Director, Samira Zuberi Himika,

fortuna Bangladesh, CEO, Fayaz Taher,

Electro Shop, CEO, MD. Balayet Hoshen,

Olympic Industries Ltd, Executive Director, Samad Miraly

6:20 - 6:30 pm: Closing speech and Group photo: *Program manager Yohei Kato*

4. Posters, Banners and Trophy for the championship

I. Poster for Participants recruiting



SWITCH!
Social Business Plan Competition

02/12 - 02/26/2013
in Dhaka
Program fees: FREE (Field trip fees will be covered)

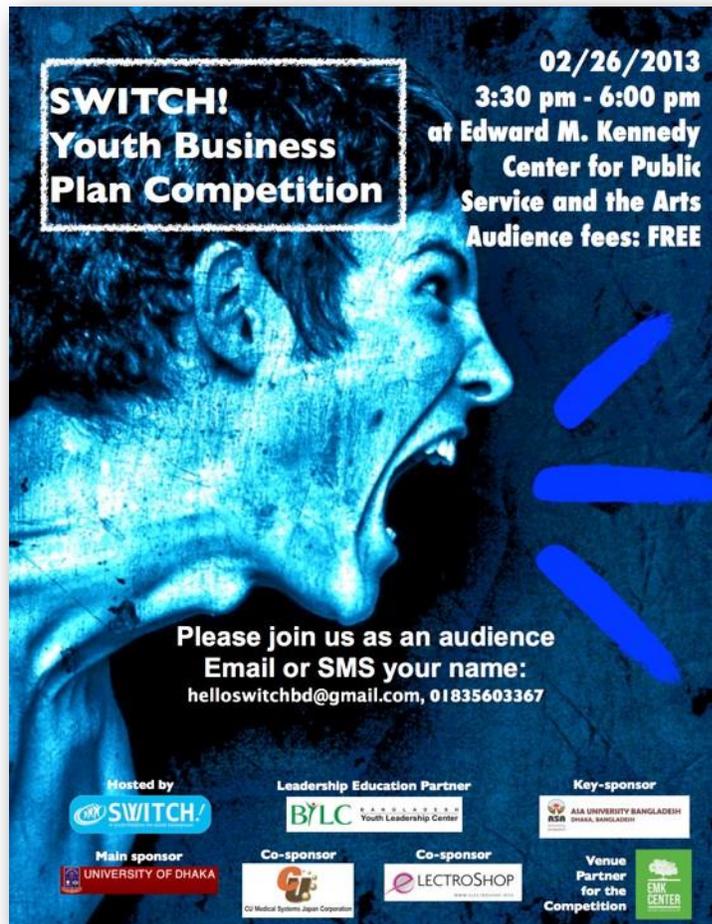
Program & Dates:
1st round : Workshops. 02/12 - 02/14.
2nd round: 5 days field trip to Dewanganj upazila. 02/15 - 02/19.
Final round: Presentation on 02/26.

How to apply:
 Please submit the online application:
<http://goo.gl/rvhhH3>
DEADLINE: 02/10/2013

Contact:
 Project manager
helloswitchbd@gmail.com

Organized by
 **SWITCH!**
 **UNIVERSITY OF DHAKA**
 Department of Anthropology

II. Poster for Audience Recruiting



SWITCH!
Youth Business Plan Competition

02/26/2013
3:30 pm - 6:00 pm
at Edward M. Kennedy Center for Public Service and the Arts
Audience fees: FREE

Please join us as an audience
Email or SMS your name:
helloswitchbd@gmail.com, 01835603367

Hosted by
 **SWITCH!**

Leadership Education Partner
 **BYLC**
 Youth Leadership Center

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 DHAKA, BANGLADESH

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 **UNIVERSITY OF DHAKA**

Co-sponsor
 **GJ Medical System**
 Jangir Corporation

Co-sponsor
 **LECTROSHOP**

Venue Partner for the Competition
 **EMK CENTER**

III. Advertisement banner for A. R. Communications at the Venue



Youth Business Plan Competition

“Venue Sponsor”



“Connecting The Universe”

A. R. Communications is a web-based entrepreneurial venture with expertise in a number of fields. A. R. Communications' core businesses encompass digital media, consultancy services, customized solution development, web-development, and web hosting. As an entrepreneurial venture itself, A. R. Communications is continually working to hold up the entrepreneurial spirits of the Bangladeshis.

To know more about our brands and services, please visit our website: AR.Com.bd

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IV. Advertisement banner at the venue for Asian University of Bangladesh



Youth Business Plan Competition

“Venue Sponsor”




ASIAN UNIVERSITY OF BANGLADESH

AUB Programs <ul style="list-style-type: none"> BBA & MBA (Regular/Evening/Exe)(01678664416) BSc (Engg.) In CSE (01678664421)(special waiver for Diploma Engrs.) BSc (Hons) in CS (01678664421) BA (Hons) & MA in English (01678664423) BA (Hons) & MA in Bengali (01678664403) B. Ed. & M. Ed. (01678664410) BA (Hons) & MA in Is History & Civil. (01678664424) BSS (Hons) & MSS in Sociology & Anthro. (01678664426) BSS (Hons) & MSS in Social Work (01678664426) BSS (Hons) & MSS in Economics (01678664428) BSS (Hons) & MSS in Govt. & Politics (01678664429) BA (Hons) & MA in Islamic Studies (01678664425) MSS in Information Science & Library Mgt. (01678664430) 	AUB Features <ul style="list-style-type: none"> • Highly Qualified and experienced faculty members (80% of the courses taught by full time teachers) • International standard syllabus and credit transfer facilities to foreign universities. • Well equipped classrooms with AC. • Rich Library with 1,20,000 copies of books & journals. • Free Internet Facilities. ① Scholarship/financial assistance for meritorious/needful students. ① Tuition fee waiver is available for good result at HSC. ① Tuition fee waiver of 12.5 % each for siblings of same percentage & also for husband-wife studying.
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Main Campus: House 5, Road 25, Sector 7, Uttara, Dhaka. Ph: 8916116, 8922992, 8920709, 01678664413, 01678664419.

Motijheel Complex: 28/1 Toyenbee Circular Road, Motijheel, Dhaka-1000. Ph: 7194692, 7194735 7194769, 01678664402.