



Vision/Mission

To help both the knowledge poor and economically poor farmers (including women and rootless people) in char lands to become self-sufficient by organizing them, making them more productive (through sustainable agricultural technologies and building up confidence) and by having fair prices through a direct link to the market.

Justification

- There is a vast land at the riverbeds of the Padma adjacent to Rajshahi city
- The poor farmers do not take risk to invest money for intensive crop cultivation because of the crop failure in that sandy loam and unutilized soil. Moreover they do not have enough money for crop production and thus grow some local crops like sesame, millet, pulses, wheat, mustard etc in conventional method which is not economically viable
- Survey report says that, maximum poor farmers want to give lease or to keep fallow instead of crop production. The farmers who are capable to invest money have no confidence to invest
- Farmers are not well equipped and have a lack of knowledge for profitable crop production.

Business objectives

- To arrange uncultivated unfertile char lands in favor of farmers and to improve the physical properties of the soil by producing green manuring and other high value locally and nationally demanded crops throughout the year.
- To involve the farmers in the project and thus to teach them modern crop production technology practically.
- To build up confidence of the farmers for producing crop in the vast char land.
- To eliminate middle men and to get the fair prices for their products directly from the market.

Social Impact

After five years the reclaimed land will be handed over to the farmers. Then the land will be a productive source of income to provide a proper livelihood for deprived and poor farmers and their families in the char area.

Benefit to farmers in 2 ways:

- 70% of land owners will lease land to the company for a certain amount of money.
 - JUSTIFICATION
 - a) Increase fertility of land
 - b) Create source of income for land owners
 - c) Equip them with skills and build their confidence to become self sufficient
- 30 % of land owners will work for the company. They will receive 1/3 of the profit, rest will be taken by the project.
 - JUSTIFICATION
 - a) Increase fertility of land
 - b) Create employment for farmers

Crops to be cultivated

- Pumpkin, cabbage, cauliflower, tomato, brinjal, parble, bitter gourd, spinach, Indian spinach, maize, dhaincha, coriander leaf, citrus etc.

What social problem is it addressing?

- Lack of money and knowledge concerning crop production among the farmers in the char lands and lack of confidence to invest money for intensive crop cultivation; absence of link between farmers and market; unavailability of agricultural implements in the char area.

How could it be overcome?

Proper utilization of huge unutilized farmers' land in the char area. Arranging the land from the farmers; giving them work on daily basis and employing some of them on a monthly salary basis and in some cases giving profit as share holder if they want. Developing agricultural complex; managing high cost agricultural implements and inputs for proper farming; building up storage facilities to get fair prices; training farmers in modern agricultural techniques and involving more women in the farming system. Developing physical properties of the soil and making it more productive; building up confidence of the farmers for intensive crop production.

Project location

The project will be started from the Padma char land near Rajshahi city and gradually it will be expanded throughout the country.

Market and competitors

a) Conventional business

- Uncultivated unutilized land with no such business in the area.
- No modern agricultural techniques are being used in the char land.

b) Social business

- No such social business exists in the region proposed.

Financial forecast

- Investment size: 10.70 million (Actual amount: 75% of 10.70 million= 8.03 million, the rest amount will come from production)

Break up of investment cost

SL	Particulars	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
01	Office management	1,788,000	2,145,600	2,574,720	3,089,664	3,707,597
02	Project Equipments	1,940,000	100,000	100,000	100,000	100,000
03	Training Expenses	50,000	50,000	50,000	50,000	0
04	Working cost	6,922,000	8,255,230	10,452,632	13,443,874	16,896,682
	Total expenditure	10,700,000	1,0550,830	13,177,351	16,683,538	2,0704,279

Year wise financial statement

Particulars	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	Total
Job Creation	432					
Revenue	15,200,000	20,900,000	28,120,000	38,700,000	52,200,000	155,120,000
Expenditure	10,700,000	10,550,830	13,177,352	16,683,538	20,704,279	71,815,998
Net Profit/Loss	4,500,000	10,349,170	14,942,648	22,016,462	31,495,722	83,304,002

Break even point: 2nd years

Pay back period: 3 years

Grand profit: TK 8,3304,002 (83.30 million)

Source of fund

i.	Searching for Investor
ii.	Investment will be paid back within 3 years

Employment opportunity

Yearly about 432 farmers will be benefitted from the project initially. The area will be expanded using the technologies used in the project.

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Speciality in crop production (experienced with char land crop production)

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