

Pothorekha Profile

Pothorekha is an impact centric sustainable lifestyle retail brand that intends to highlight and display products from sustainable brands all over the world. It is a partnership entity.

The mainstream retail industry has created a habit of unconscious purchase and consumption of products those have negative consequences on the environment. There are environmental impacts all along a product's life — natural resource extraction, water and energy used in production, pollution, transportation, use of the product and finally disposal. The retail space is in need of a major shift. Eco-conscious customers are steadily on the rise and they increasingly look for quality goods, which are more versatile with minimal impact on the environment and human lives.

Pothorekha brings unique products that are not currently available in the local market. We are focusing on Greenwash at our initial stage. We intend to induce a habit of sustainable living for the consumers of Bangladesh and make this shift easier and flexible for them by introducing them to products that are necessary and essential in their everyday lives. Pothorekha provides a wide range of green alternatives especially green wash for everyday use. Unlike other retail brands, Pothorekha makes the impact of buying green on the environment extremely visible, measurable and easily understandable: fostering among consumers a purposeful and rewarding habit of constantly choosing green.

The demographic group our venture is targeting include consumers with mid to higher levels of disposable income, who work in creative agencies, NGOs, environmentally and socially conscious youth, adults, frequent travelers and expats. We're a team brimming with diversified personalities, perceptions and ideas merging synergistically to a force that dreams big and has a passion to turn it into reality.

Pothorekha is the winner of Business Plan Competition, Round 5 organized by CED, BracU and an incubatee of the Business Incubation Centre (BIC) of BracU.