

## Executive Summary

This business plan aims to provide a comprehensive framework for a social enterprise that focuses on skill development and employment for physically challenged children in Bangladesh. The organization, named "NIRBAN- A LIFE JOURNEY" is to Empowering the Differently-Abled is founded by Umme Obayda Iffath, who has already established a center with eight children along with multiple trainers. The mission of this enterprise is to provide skill development and employment opportunities to physically challenged children, enabling them to contribute to the development of Bangladesh and lead a fulfilling life. The primary objective of this plan is to expand the existing center and create a self-sustaining business model that generates revenue to sustain and grow the organization.

### Company Overview

Name NIRBAN

Location DHAKA, BANGLADESH

Mission NIRBAN's mission is to provide skill development and vocational training to physically challenged children of all ages, especially those from disadvantaged backgrounds to establish gender equality and omit social discrimination to equip them with the necessary skills to pursue a career in freelancing, job placement and entrepreneurship.

**Vision** NIRBAN envisions a society where physically challenged children have equal opportunities to develop their skills and contribute to the workforce, becoming self-sufficient and leading fulfilling lives.

**Values** NIRBAN values inclusivity, creativity, and innovation of every individual. We believe that everyone is unique and should have relevant guidance and opportunities to succeed and that by providing training and support, Nirban can help them realize their potential.

**Ambition:** Our ambition is to create a special Bangladesh where there will be no ignorance or negligence to these gems of our country. For that aim Nirban provides vocational training and skill development to physically challenged children, empowering them to achieve their goals and aspirations.

**Story:** Nirban was founded by a parent of a profoundly deaf child who was keen to learn new technology-related arts and gaming, but lacked access to basic communication, the internet, and other creative ideas. The founder realized that there was a lack of resources and guidelines for physically challenged children to become productive and wanted to find a solution. They started by teaching sign language online and expanded to provide mental care and skill development training to a group of 5-8 children, including training on ornament making, crafting, sign language, basic manners and etiquettes, and basic communication skills.

**Recent Milestone:** Nirban has successfully provided mental care and skill development training to a group of physically challenged children, including sign language, basic communication skills, and other creative skills.

## Business Model Canvas

### Key Partners

- Parents of deaf children
- Deaf Students
- Schools
- Teachers
- Expert counselors
- Caregiver
- NGO
- Education Board

### Key Activities

- Providing sign language
- Speech therapy
- Vocational training
- Soft skill
- Mental Health Awareness & Counseling

### Key Resources

- Skill-based education
- Art & Craft
- Speech Therapy
- Mental Health for parents & students check-up
- Regular medical check-ups
- Dedicated caregiver

### Value Propositions

- Specialized Skill Development Training
- Job Placement Assistance
- Empowering Special-Needs Individuals

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### Customer Relationships

- Campaign
- Awareness program
- One to one
- Group as
- Social Media
- Workshop
- Flyer/Leaflet/Poster
- Collaboration

CSR Programs

### Channels

- Campaign
- Awareness program
- Advertisement collaboration with Top brands/Tele media
- Social Media
- Workshop
- Flyer/Leaflet/Poster
- Collaboration
- Local Leaders/Clubs/Mosque/Schools

### Customer Segments

- Individuals with Special Needs
- Employers

### Cost Structure

- Trainers
- Teachers
- Lab fee
- Monthly fee
- Center rent

### Revenue Streams

- Course Fees
- CSR fund
- Social Development org
- Donors

