



Socioeconomic Institute for Advanced Studies (SIAS)

*Pioneering Socioeconomic Solutions
& Development by Multidisciplinary Holistic Academic Programs*

SIAS “Social for Profit” Projects Agreement in Solving the Socioeconomic Issue

Part ONE- Information for Evaluation of the Impact & Feasibility of SFP Project

Project Name: The Murta Plant Prayer Mat Project

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Country : India

Introduction

The Murta Plant Prayer Mat Project is a unique initiative that combines spirituality, environmental consciousness, and community engagement. It involves cultivating murta plants in dedicated prayer gardens where individuals can connect with nature and participate in mindful practices. The project aims to promote a sense of interconnectedness with the natural world, foster spiritual growth, and encourage sustainable living through the cultivation and preservation of the Murta Plant.

- The project will be located in a community that is home to a large number of people who practice the murta tradition. This will ensure that there is a demand for the murta plants and prayer mats that the project will produce.
- A team of experienced and qualified individuals who have a deep understanding of the murta plant and its spiritual significance will manage the project. This will ensure that the project is implemented in a way that is respectful of the plant's cultural heritage and that meets the needs of the community.
- The project will be monitored and evaluated on a regular basis to ensure that it is meeting its goals and objectives. This will help to ensure that the project is successful and that it continues to provide benefits to the community.

Direct Benefits

- **Increased access to murta plants:** The project will create a dedicated prayer garden where people can access murta plants for their spiritual practices. This will be especially beneficial for people who live in areas where murta plants are not readily available.
- **Increased employment opportunities:** The project will create jobs for local community members in the areas of cultivation, maintenance, and sales of murta plants. This will provide much-needed income and employment opportunities for people in the community, especially those who are unemployed or underemployed.
- **Increased income for the community:** The project will generate income for the community through the sale of murta plants and prayer mats. This will help to improve the standard of living for community members and provide them with a source of financial security.

- **Increased environmental sustainability:** The project will promote sustainable living by encouraging the cultivation of a plant that is native to the region and that does not require a lot of water or pesticides. This will help to protect the environment and reduce the community's reliance on non-renewable resources.

Indirect Benefits

- **Improved community cohesion:** The project will provide a space for people to come together and connect with each other and with nature. This will help to build stronger relationships within the community and create a sense of belonging.
- **Reduced stress levels:** The project will provide a space for people to relax and connect with nature. This will reduce stress levels, improve mental health, and boost physical health.
- **Increased awareness of murta plant:** The project will provide educational opportunities for community members about the murta plant and its spiritual significance. This will help to preserve the plant's cultural heritage and promote its use in spiritual practices.
- **Increased environmental awareness:** The project will promote environmental awareness and conservation by encouraging the cultivation of a native plant and by reducing the community's reliance on non-renewable resources.

Expected Net Profit

The minimum guaranteed net profit for the project within the first 3 months is INR 10,000. The net profit can increase depending on the sales. The project is expected to be profitable within the first year of operation.

Percentage of Investment Returned to SIAS in 3 Months:

50% of the amount invested will be returned to SIAS in 3 months. This will help to ensure that the project is financially sustainable and that SIAS can continue to support other community development initiatives.

Amount to be invested in the First 6 Months:

- \$700 will be invested in the first 6 months. This includes the cost of murta plants, prayer mats, and marketing materials. The project is expected to be self-sustaining after the first 6 months.
- The \$700 investment will be used to cover the cost of:
 - Murta plants: The project will need to purchase a number of murta plants to start the prayer garden.
 - Prayer mats: The project will need to purchase materials to make prayer mats.
 - Marketing materials: The project will need to create marketing materials to promote the prayer garden and the sale of prayer mats.
- The \$700 investment will also cover the cost of:
 - Salaries for project staff: The project will need to hire a team of staff to manage the prayer garden and the sale of prayer mats.
- The project is expected to be self-sustaining after the first 6 months. This means that the revenue generated from the sale of murta plants and prayer mats will be enough to cover the project's operating costs.

Amount for First 6 Months to be paid in an Instalment of:

The amount for the first 6 months will be paid in one installment. This will make it easier for SIAS to budget for the project and ensure that it has the necessary resources to be successful.

Overall, the Murta Plant Prayer Mat Project is a unique and sustainable initiative that has the potential to benefit the community in a number of ways. The project is expected to generate jobs, income, and a sense of community, while also promoting sustainable living.

In addition to the benefits listed above, the project also has the potential to:

- Increase tourism in the region, which would bring in additional revenue for the community.
- Provide educational opportunities for community members about the murta plant and its spiritual significance.
- Promote environmental awareness and conservation.

The Murta Plant Prayer Mat Project is a win-win for everyone involved. It is a sustainable and ethical way to generate income for the community, while also promoting spiritual growth and environmental awareness.

Murta Plant products



murtha plant prayer mat ongoing process.



prayer mat



Murta plant handmade mat.

