

Case Study #1

DASUKI FARM AS A SOCIAL ENTERPRISE

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The infographic features a light green background with a blue, yellow, and green diagonal stripe in the top right. In the top left, there is a circular logo for Dasuki Farm with a plant icon and the text "Dasuki Farm". To its right, the text reads "Biopesticides made from agricultural waste for sustainable development". The central focus is a Venn diagram with three overlapping circles: a top green circle labeled "Serving the community" with three human icons; a bottom-left orange circle labeled "Making profits" with a dollar sign icon; and a bottom-right blue circle labeled "Having social impacts" with a globe icon. The intersection of all three circles contains the Dasuki Farm logo. To the right of the Venn diagram is a grid of blue dots. In the bottom left, there is another grid of green dots and the URL <https://dasukifarm.com/>. In the bottom right, there is a QR code with a green border and a yellow box below it containing the text "Scan here".

First existing in England in the 17th century, then developing and becoming a world-scale movement since the early 1980s, social enterprise (SE) is a business model combining three factors: making profits, serving the community, and having social impacts.

Until 2019, about 30% of social enterprises in Vietnam concentrated in Ha Noi, 21% in Ho Chi Minh City, and the rest scattered in rural areas. In addition, agriculture has the highest number of social enterprises (35%), followed by tourism and hospitality (9%), education (9%), and environment (7%).^[1]

Having emerged in our country for nearly 15 years, this business model has gained some outstanding achievements:

- Many products from these enterprises are gradually appreciated by both domestic and international customers;
- [Buy Social](#), a new consumption trend that creates social values, is getting more and more popular in the community;
- Many youngsters have brought the “social entrepreneurship” spirit to the field of startup and innovation.^[1]

Deriving from such positive signals and having a deep interest in the environment, lecturers and students from Nha Trang University came up with the idea of turning agricultural waste into biopesticides for sustainable development. After lots of research and experiments, our idea has been presented at many conferences and won some prestigious awards. Then, *Dasuki Farm* was born to put our idea into practice and carry out our missions: protecting the environment and improving public health. With the aim to become a typical social enterprise in the field of agriculture in Vietnam, we strongly believe that our creative treatment of agro-waste has helped *Dasuki Farm* to have some superior advantages over current competitors using traditional methods.^[2]

1. Making good profits

Agricultural waste is often considered unusable and worthless. However, some studies^[3,4] prove that it contains lots of precious compounds and can be widely used in practice. By extracting and taking advantage of these invaluable components, *Dasuki Farm* doesn't cost too much for raw materials. Also, we don't have to spend a lot of money to hire workers and invest in equipment to transport and treat waste. Although doing research and making experiments would take much time and money,

we'll quickly cover these expenses with the profits from selling biopesticides, organic fertilizers, and agricultural products which grow well thanks to our help.

2. Improving public health and serving the community

Instead of absorbing a large number of toxic chemicals when using normal fertilizers and synthetic pesticides, farmers and gardeners could use *Dasuki Farm's* products because of their safety, affordability, effectiveness, and sustainability. Besides, we apply pyrolysis technology to produce less harmful emissions than the traditional way of burning and burying agro-waste. Collecting precious compounds in agro-waste not only brings added-value benefits to these types of waste but also solves three serious problems at the same time: helping farmers to improve their crop productivity while ensuring public health and environmental sustainability.

3. Having positive impacts on the society

Applying social enterprise to our business model is bringing consumers and local people closer to “circular economy” and “sustainable development”, which are often seen as “bookish”, “far-fetched”, and “unrealistic”. Not only that, *Dasuki Farm* continues to research and release new product lines for each crop, such as biopesticides to prevent pests in vegetables, flowers, and fruit trees. Expanding business portfolio comes from our desire to raise people’s awareness of sustainable consumption and production. By doing that, we are on the right way to make our dream come true – “Biopesticides made from agricultural waste for sustainable development.”

References:

[1] <https://dantri.com.vn/kinh-doanh/doanh-nghiep-xa-hoi-tai-viet-nam-co-mat-o-ca-3-mien-ngay-cang-tre-va-giau-tham-vong-20190330102229892.htm> (Dan Tri News, 2019, *Social enterprises in Vietnam: appearing in 3 regions, getting younger and more ambitious*), accessed in 27/5/2023

[2] <https://socialbusinesscreation.com/wp-content/uploads/2023/05/Case-study-2-Turning-waste-in-to-useful-products-Dasuki-Farm.pdf> (Social Business Creation,

2023, *Turning waste from coconuts into useful products: A case study in Vinh Hai Market, Nha Trang City, Khanh Hoa Province*), accessed in 11/6/2023

[3] Mashuni, H. Ritonga, F.H. Hamid, M. Widiyani and M. Jahiding (2021). *Analysis of bio-oil effectiveness from coconut shells pyrolysis as biopesticides by the potentiometric biosensor*. Journal of Physics: Conference Series, 1825, 012095.

[4] D. Diptaningsari, D. Meithasari, H. Karyati and N. Wardani (2022). *Potential use of coconut shell liquid smoke as an insecticide on soybean and the impact on agronomic performance*. IOP Conference Series: Earth and Environmental Science 985, 012058.