Presenter:
Sadequa Hassan Sejuti & Ataur Rahman
Future Solution for Business ltd
Bangladesh

“MINIMIZING THE DIGITAL GAP OF RURAL AND CITY LIFE THROUGH e-COMMERCE”
e-difference > e-commerce
iphone

$ 890

$ 890 = 1555 kg of rice

1555 kg of rice can feed 9333 no. of people

For a 4 member family it is 2333 meals

Or food for a family for 777 days
laptop

Average price $ 448

$ 448 =116 sarees

Clothing for 58 women for one year
There are above 200 people in this room.

Your tech worth is roughly 200x $640 = $128,000.
Which is equal to

50 Acres of Cultivation Land

2,666,666 meals

4444 fishermen’s monthly income
Welcome to the new divide
THE TECH ELITES
A DIFFERENT FACE OF TECHNOLOGY
TO MAKE A **DIFFERENCE**

YOU HAVE TO **THINK** DIFFERENTLY

YOU HAVE TO **SEE** DIFFERENTLY

YOU HAVE TO **BE** DIFFERENT

YOU HAVE TO **WANT** TO MAKE A DIFFERENCE
The Online Rural Market
1. Minimizing the digital gap of rural and city life through e-commerce
2. E-commerce for poverty alleviation and income generation for the micro-entrepreneurs.
e-shop Operation

1. Nationwide and international Consumers.

2. Nationwide virtual market place for better economic opportunities for poor and vulnerable rural people.

3. Technical support provided by Head office Future Solution for Business.

4. Money settlement through e-commerce payment gateway, giving the rural producers directly payment on their accounts.

5. e-center the hub for rural people where they can access technology for their economy development and other e-services.

6. e-center manage by the local rural youths and women.

7. e-center stuffs Specifically doing e-shop management
   > Members registration
   > Stock management (inventory)
   > Quality control & Packaging

8. To the delivery system both nationwide and international
Our achievements

1. Direct Market Access
2. Removing the middleman giving the fair price
3. Women empowerment
4. Employment Generation, especially for rural YOUTH
5. Breaking the technology divide
Traditional Trading

* A farmer gets price of his product for example BDT 2, ($0.025)
* Middleman takes away: BDT 23, ($0.288)
* Consumers buy at BDT 25 ($0.313)

e-Shop Trading

* Farmers they fix their own price for example BDT 8 ($0.1)
* E-center takes a service charge that is 15% BDT 1.2/-, ($0.015)
* Delivery charge: BDT 5, ($0.0625)
* Consumers buy at BDT 14.2 ($0.17)
Traditional market system

Farmer

Local wholesale market: without the middleman (broker) the farmers can’t sell their products to the local wholesaler

The middle man plays a critical role, tricks the farmers to sell the vegetables at very low rate, and they determine the price of the vegetables for example BDT 2

The middleman sells the product to the wholesaler adding up their margin with a high rate

Then the local whole seller send the vegetables to the major/districts wholesaler adding up margins

Now retailer shop buy from the districts wholesaler with much more higher rate

Then the retailer sells to the consumers at BDT 25, which famers got the price of BDT 2.

e-Shop Trading

Farmer

Local “My country My village” e-center make their own e-shop with their own price for ex. farmer used to sell the product @BDT 2 now can sell @ BDT8+ the center service charge.

Delivery van
(Delivery cost paid by customers)

Nation wide customers gets the product @BDT 15 (b2c)/retailers (b2b)
Power 2 women
THIS IS HOW AN e-SHOP IS CREATED FOR AN ENTERPRENUER

Products by Manufacturer: Ahnamika Saiyed JAM134

Shuchika Hostashilpa
Village: Madrasa Road,
Post: Jamalpur
Dis: Jamalpur

Specialized in Bedsheet, Fotua, Dress, panjabi etc.
ADAG FOR REDUCING RURAL-URBAN MIGRATION

Shohag—a train employee of a center at Mithakhali (Mongla) received employee of the month award for his committed dedication. He says “I had a thought of coming to Dhaka to look for work instead of finding work in my village, as there was no opportunity here in my village. I had no knowledge how technology could change my life. I am training now thousands of my village youths in ICT and earning a desire living right here sitting at my own village.”
Till date We have established 7 e-centers and the beneficiary:

<table>
<thead>
<tr>
<th>Amar Desh eShop (e-commerce platform)</th>
<th>eDesh (country web portal)</th>
<th>Ami Hobo Shonirbhor (ICT training for rural development)</th>
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<tbody>
<tr>
<td>5500 entrepreneurs has been enlisted</td>
<td>84000 local community people are served from 7 centers.</td>
<td>834 above students being trained. More than 150 women are trained from a center on ICT.</td>
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<tr>
<td>Among them mostly are underprivileged women, Farmers, Weavers, Fishermen, Young entrepreneurs</td>
<td>Schools and colleges, Local government, Facilitate local tourism, Freedom fighters, Empower local journalists, Digitally archive local art &amp; culture, promote local talent</td>
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Our project is benefitting low income people mainly as producers and also as consumers. At this time there are 16000 customers’, 700-800 orders per week mainly from urban areas.

We are delivering 100% fresh vegetables without preservatives from farmers and they are the guaranteed provider as no middleman is involved.

The unique selling proposition of our goods is that they are always fresh and also come at a cheaper price than what the current market offers. Each of e-centres has 1-2 persons who are in the position of Quality Controller.
19th December launching of e-commerce gateway by Brac bank and FSB introduce first time in Bangladesh e-commerce.
www.eMONGLA.com
Amar Desh Amar Gram the one of a kind web portal which creates opportunities to people in the rural villages of Bangladesh and has been recognizing worldwide by

United Nation MDGS
World Summit Youth Award

Mosaic International Summit
Founded by HRH The Prince of Wales

Manthan Award South Asia 2011
(Digital inclusion for Development)

Government of Bangladesh
A2i Digital Innovation Fair

E-asia Best business model
for Localized Application / Content

National Digital Award 2011
Ministry of Science & ICT, Bangladesh.
Won the National Digital Innovation Award 2011 on e-commerce, Business and Finance
Date: 12th November 2011
United Nation MDGs Goal
World Summit Youth Award 2011

Take Action on the MDGs!

A Global Contest for Young People using Internet and Mobiles to put the UN Millennium Development Goals into Action!

www.youthaward.org
Date: 2\textsuperscript{nd} December 2011

Won the award from e-asia
on the category of best business model and localized application/content from the South Asia
Date: 2\textsuperscript{nd} December 2011

Won the Manthan Award, South Asia 2011
Digital Inclusion for Development in the category of e-business and enterprise
ICT Summit
Eurasia Awards 2012
Jury’s Special Prize

FSB (Future Solution For Business Ltd)
WITSA
Global ICT Excellence Awards 2012

WON THE SUSTAINABLE GROWTH AWARD
Global ICT Excellence Awards.

These Awards were presented at the World Congress. Every two years, the WITSA Global ICT Excellence Awards recognize select organizations whose use of IT has exhibited exceptional achievement.
Future Forecast
1. To establish 64 centers
2. Cross trading

When can cover 64 centers we can serve the most poor to the poorest people and the population which is under the poverty line. The project can serve Entrepreneurs 50305, Local youth can be trained 7620, Community members served 768000 per year.
Different Bangladesh has to start with making a difference in peoples lives
Can find us:

www.mycountrymyvillage.com

Or email us at info@fsb.com.bd

sejuti@fsb.com.bd /ataur@fsb.com.bd