



**Inter-Agency
Coordination
Turkey**



3RP LIVELIHOODS SECTOR MEETING

ANKARA, 15 JANUARY 2020

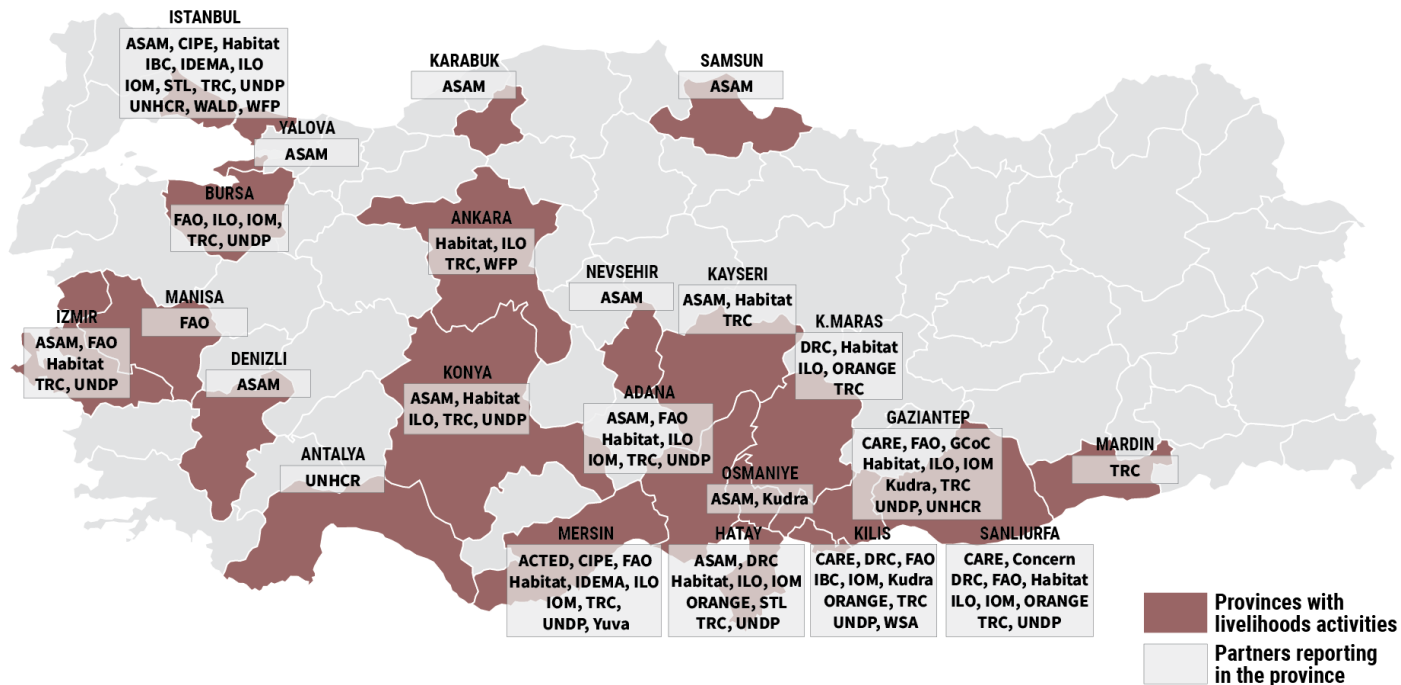


Agenda

- Welcome
- Livelihoods Sector 2019-2020 Overview
- New Member Presentation
 - Syrian International Business Association
- UNDP Bangladesh: e-Commerce for a Sustainable Livelihood for Displaced People
Connecting Globally
 - ekShop: Rural eCommerce Initiative
 - ekShop 'Shoron': e-Commerce for Migrant Union
 - Discussion
- AOB



2019 Sector Overview

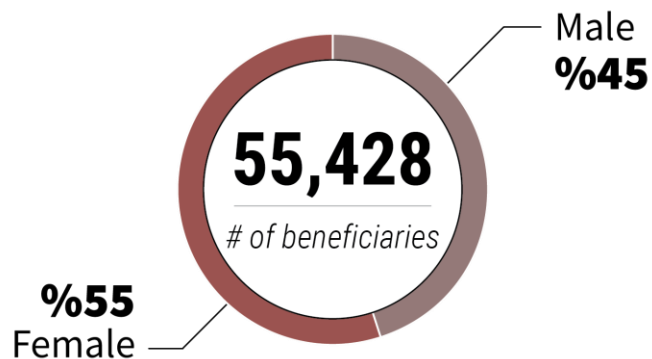




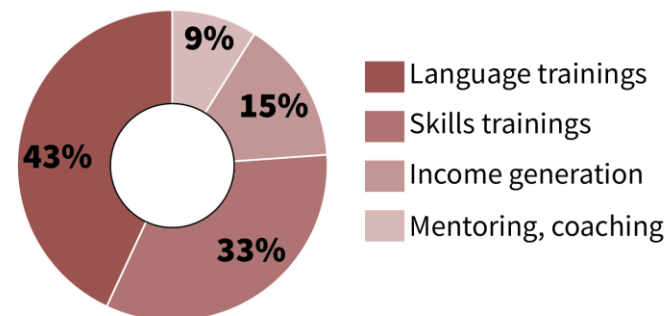
2019 Sector Achievements

- 22**
of provinces with livelihoods activities
- 23**
of partners reported
- 15**
of supporting agencies

Gender Breakdown



Activity Breakdown





3RP Livelihoods Sector Priorities

- Support the Government of Turkey in the implementation of the Work Permit Regulation of 2016, including support to ISKUR and other relevant national institutions
- Transition to self reliance (ESSN)
- Maintain focus on both demand and supply sides of the labor market
- Engagement of Private Sector
- Facilitate employment by linking beneficiaries of vocational and language training to job placement
- Assess labor market and value chains to identify sectors with high employment potential
- Work closely with Protection, Basic Needs and Food Security & Agriculture Sectors to increase self- reliance and referrals
- Strengthen M&E to ensure proper tracking of beneficiaries



Sector Numbers

2019 Figures & Results

- **55,428** individuals
- **55%** female
- **30,875** language trainings
- **8,123** beneficiaries have increased income.
- **192** new businesses created
- **1,157** existing businesses supported

2020 Targets

- **92,204** in skills training
- **58,507** accessing income, employment or self-employment opportunities
- **67,210** in adult language training
- **30,770** in counselling, mentoring/coaching
- **6,360** new businesses established
- **10,426** existing small businesses supported



Syrian International Business Association



SIBA

Syrian International
Business Association

resit@siba.org.tr

Siba.org.tr



About Us

The Syrian International Business Association—SIBA Turk—is an independent non-profit and apolitical organization, founded on July 2018. It brings together Syrian businesspeople and capital owners, and those interested in the Syrian economy, both as individuals and bodies, in an attempt to enhance their cooperation and realize their interests.



SIBA - mission

To represent and empower the Syrian business community outside Syria through the generation of meaningful business and employment opportunities across sectors, development of relevant technical business skills, and integration of Syrian economic interests into the economies of host countries.



Our Branches

Currently SIBA international is working on the following countries.



Turkey



Canada



U.S.A



Our upcoming Branches

Currently SIBA international is looking forward to open the following branches soon.

Egypt

Jordan

Romania

UK



SIBA Turkey in Numbers

Members

80

Businesspeople

Labour

20.000+

Working in SIBA members
companies

Age of organization

1.5

years



Our Values

We're looking forward to

1

Consolidating the efforts of Syrian businesspeople.

2

Training for:

- Businesspeople
- Entrepreneurs
- Employees

3

Improving of Syrian refugees' work skills in order to better allocate them in the market.

4

Follow up with the problems of the Syrian businesses.



Our Goals

We're looking working on

1

Emphasizing on professional values of work in order to achieve the highest level of efficiency

2

Raising the legal & taxation awareness.

3

Empowering Syrian women to involve more in business.

4

Greater business integration between Syrians and Turks.



Our Goals

We're looking forward to

5

Opposing all forms of child labor.

6

Empowering Syrian entrepreneurs

7

Encouraging Syrian investors towards the Turkish market

8

Raising the awareness of involving private sector in the development plans for refugees



Problems that Businesses are facing

Syrian businesses in turkey are facing a lot of difficulties that we could summarize into:

Legal problems:

- Work permits
- Residence permits

Taxation

Talents qualifications

Inability to get the business support

Mobility and Travel difficulties

Recommendations

1. Private sector participation in the assessment and preparation stages of development & training projects.
2. Focus on Turkish language learning for refugees as the basis for integration.
3. Solving the current problems of investors and businesspeople will drive more investments Opportunities
4. Legal Awareness & support





Our upcoming contribution

Hiring at least 60% of the graduates of Vocational training provided by different programs

Working on Matchmaking projects between Syrian businesses and Turkish

Empowerments of Syrian entrepreneurs for the sake of raising the capacity of employment



Thank you

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Istanbul Turkey





ekShop: Rural eCommerce Initiative



ekShop:

Rural eCommerce Initiative

APICTA Presentation

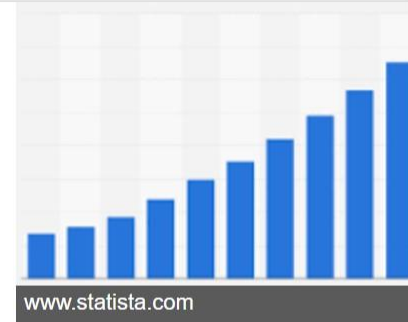
November 2019



The eCommerce Progress world-wide

eCommerce have made strides all across the globe.

Ecommerce businesses should anticipate a 265% **growth** rate, from \$1.3 trillion in 2014 to \$4.9 trillion in 2021. This shows a future of steady upward trend with no signs of decline. ... In fact, by 2021, it will account for 17.5% of the total global retail **sales**.



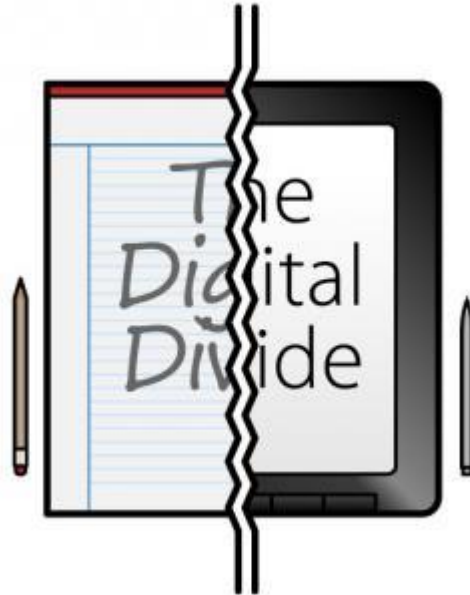
Future of Ecommerce in 2019: 10 International Growth Trends ...
<https://beeketing.com> › [blog](#) › [future-ecommerce-2019](#)

However the growth of eCommerce does not tell the full story



Or the cause of a 'Digital Divide'?

- eCommerce has emerged as the newest catalyst that actually increases digital divide



Or the cause of a 'Digital Divide'?



Pakissan.com
Wed Nov 20 2013 19:16:55 GMT+0600 (East Kazakhstan Time)
Main Page
News
Issues/Analysis
Weather
Market Price
Crop/ Water Update
Agri Overview
Agri Next
Special Reports
Event Watch
Consultancies
All About
Crops
Fertilizer Page
Farm Inputs
Horticulture
Livestock/ Fisheries
Machinery
Interactive
Pak APIN
Feed Back
Links
Site Info
Search
Ads
Pakissan Panel

ISSUES

Digital Divide and Pakistan Agriculture sector

A different digital divide in agricultural e-commerce?

Whether individual agricultural producers will have full access to e-commerce technology is a question of technology development and control, not one of access to computers and the Internet.

"This is the real digital divide question," says W. Parker Wheatley, one of the authors of a research paper from the University of Minnesota's Department of Applied Economics. "You can buy a computer for \$500 and get Internet access; that's not the problem. However, a digital divide in the development of strategic applications is still possible."

"First, the 'big players' will develop marketing and information software to fit their needs. Second, they will consider the needs of individual producers to attract them as users as well," Wheatley says. "Who develops commercial applications for as who owns them will have important strategic implications for how individual producers engage in and benefit from electronic commerce."

E-commerce can bring concerns of collusion and price-fixing. For example, owners of one e-commerce "platform" control about 70 to 80 percent of the total meat processing capacity in the U.S. "Electronic information can be shared very efficiently," Wheatley says. "It would be quite easy for processors to simply link buying protocols and begin to manipulate markets."

Other sidebar items include: News Channel, Cotton occupies a position in the agrarian economy, Bio-Technology, Poultry products meet, eggs are among the highest nutritional value, E-News, Pak APIN Professionals & Institutions Network.

Pakistan

Digital divide & E-commerce divide & Reasons & solutions

SEPTEMBER 14, 2014 KAYSONDJIRKA 0 COMMENTS

Digital divide--- E-commerce divide

By Kayson (Liu Yikai) and Iric (Li Miao)

Problem:
Digital divide means that people in rural area or poor countries have much less access to internet, which may cause com

Reasons:

1. Lack of promotion of themselves to the world--- cause lack of customers worldwide, retailing, e.g. Comparing to Apple company
2. Lack of advanced technology, Foreign Direct Investment (FDI), new vision to demands of global markets

Solutions:

Singapore

Bangkok Post Digital divide hurts development

Digital divide hurts development

Equitable benefits from e-commerce are by no means a given.

PUBLISHED: 2 NOV 2014 AT 05:30
NEWSPAPER SECTION: BUSINESS
WRITER: MUKHSA KATUNYI

f t w p

It is easy to assume that access to the digital economy is ubiquitous, and that online shopping is the natural evolution of commerce. For example, in July, Amazon sold more than 100 million products to consumers worldwide during its annual Prime Day event, a US\$4.2-billion bonanza that included sales of table salt in India, Coke Zero in Singapore and toothbrushes in China.

But figures like these mask the fact that for many people in developing countries, the road to e-commerce is riddled with potholes.

Thailand

It's a known fact across this region, however seldom gets highlighted



A look at Bangladesh



URBAN

80% deliveries are made in urban & suburban areas

Financial inclusion is progressing at a fast pace

Urban consumer has access to market as well as grievance redressal



RURAL

No end mile logistics exists for rural customers

Financial inclusion progressing slowly

Rural consumers/producers do not have market access & trust



ekShop : World's only circular inclusive eCommerce



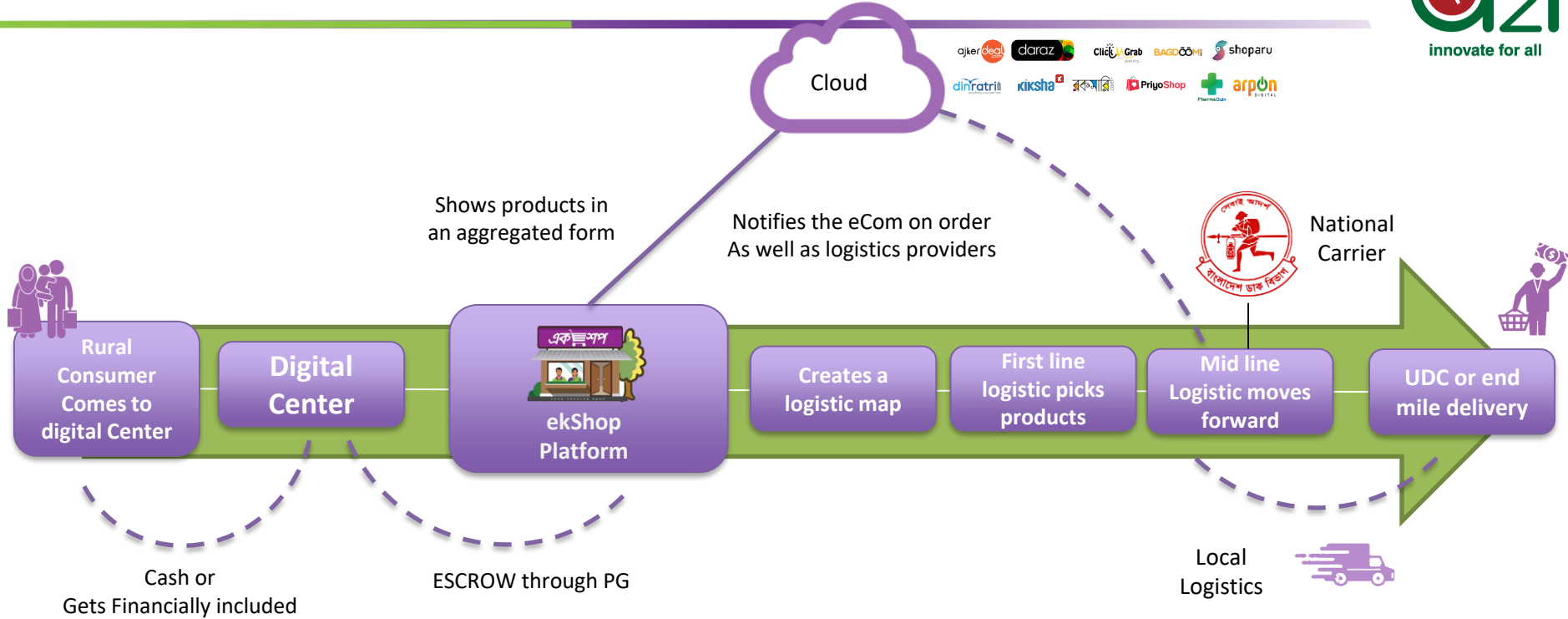
ekShop : the unique intervention to change it all



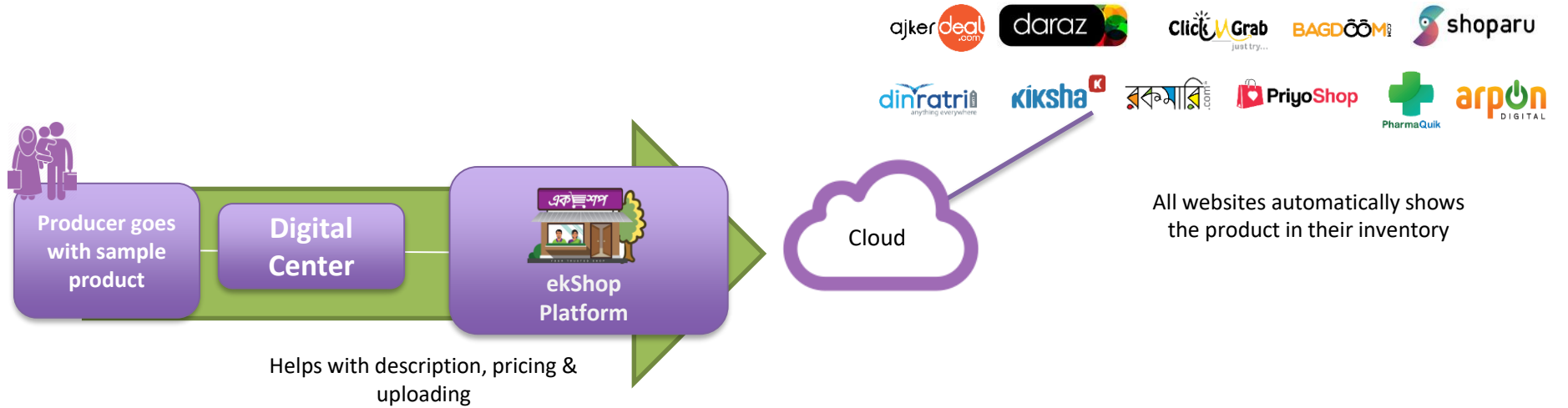
- **World's first omni channel rural assisted ecommerce platform**
- Leveraging on **5297** Digital centers all across the country
ekshop is operating at 4000+ locations
- Financial inclusion & trust enhancement through **ESCROW**
- Complete **logistic mapping** to ensure **farthest reach**



ekShop : How it works (The Buying Journey)



ekShop : The unique selling Journey



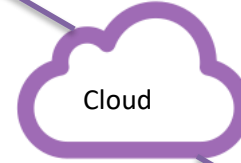
ekShop : The unique selling Journey



Payment encouraging
financial inclusion



National
Carrier



Cloud

Producer
sends to UDC

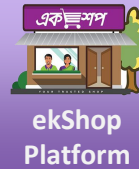
Digital
Center

Logistic
provider

Midline
logistics

Creates a
logistic map

Notifies Digital
Center



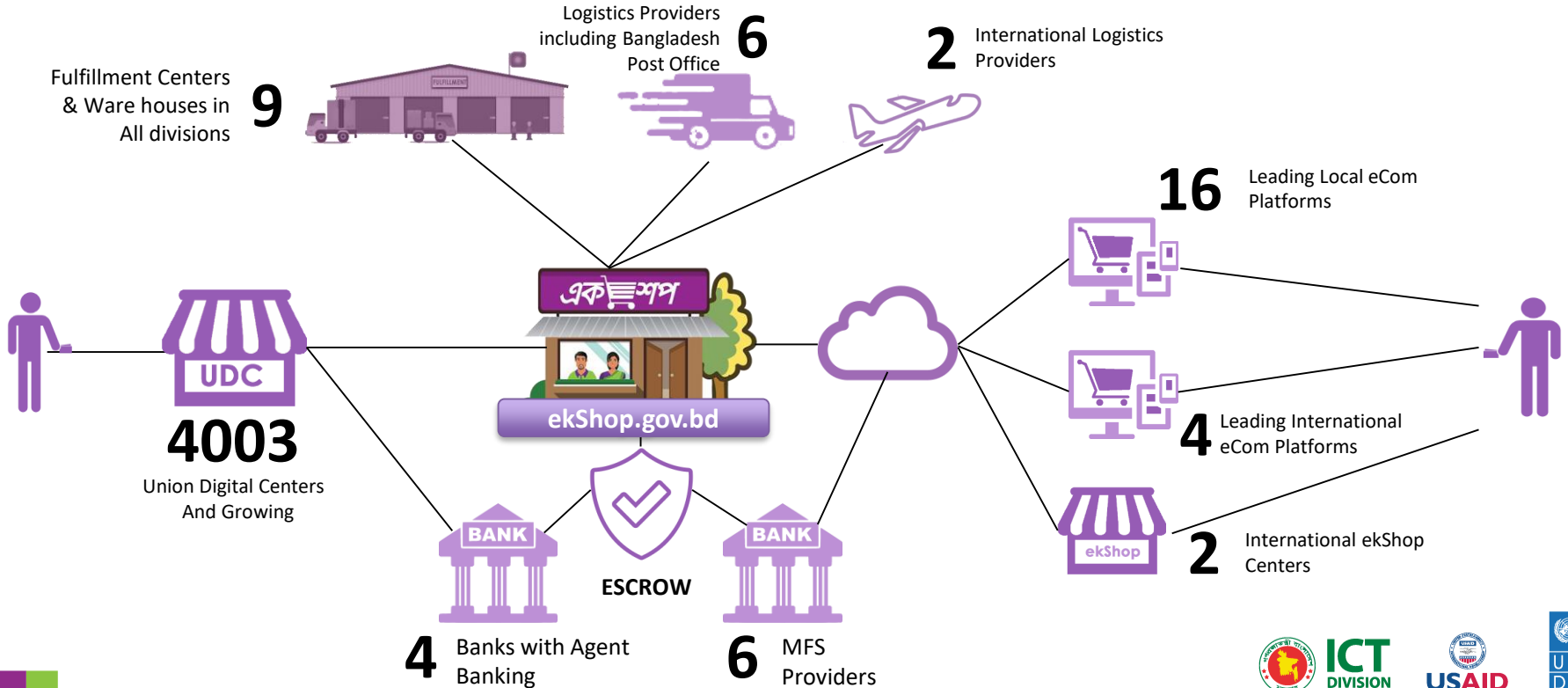
ekShop
Platform



Local
Logistics



ekShop: Bangladesh's only platform with high multi nodal scalability





ekShop launched with **50 UDCs** in **November 2017**



4003+ Union Digital Centers On boarded till **Sep 2019**

(Each UDC has **2 entrepreneurs**, one male one female)



Total **307K** Deliveries made till date
(One delivery includes **multiple** orders)



Over **2 Million** Consumers served till date

(Each order averages **3 consumers**, includes digital products such as Telco Recharge e-books, software etc. as well)

Innovative Technology:



- Complete AI based BI tools
- Microservice Architecture using Laravel & MySQL
- Own NLP-Chatbot in Bangla
- Authenticated multimodal API
- PCI-DSS certified ESCROW platform



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Government of the People's
Republic of Bangladesh



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FROM THE AMERICAN PEOPLE



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ekShop: Impacts made



Direct employment of **600+** Women entrepreneurs



Total **147** Entrepreneurs have become local distributors of FMCG products through ekShop



Processed over **\$200K** worth international orders by Rural Artisans



ekShop is progressive in its distribution of entrepreneurs (Male:Female) **(68%:32%)**



ekShop is making **~2000 KG** per week delivery of groceries each week sourced from rural areas (B2B), making it the only Agricultural eCom distribution channel



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ekShop: Social Impact focused statistics



Opened up more than **10,000+** Bank Accounts for rural consumers & producers through agent banking



77% of the artisanal products marketed through ekShop are produced by women



ekShop is the **only** Rural medicine delivery channel in Bangladesh through eCommere



On process of connecting **158k** co-operatives all across the country
38% of them are women, with a GDP contribution of **0.65%**



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Bridging the divide

Access:

Through nationwide 'Digital Centers'

Logistics:

Geo Tag based countrywide logistics mapping

Employment:

Creating thousands of direct & indirect employment

Only eCommerce platform
Targeting SDGs



ekShop: Making Impact



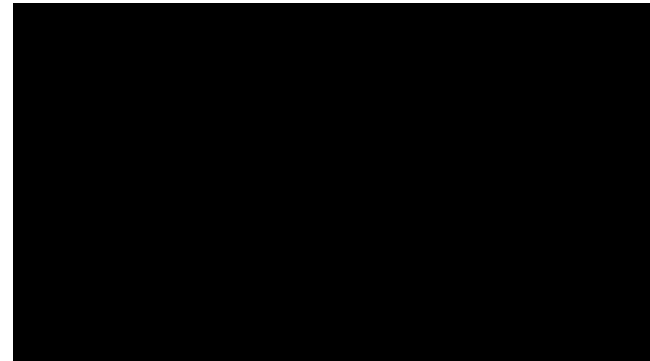
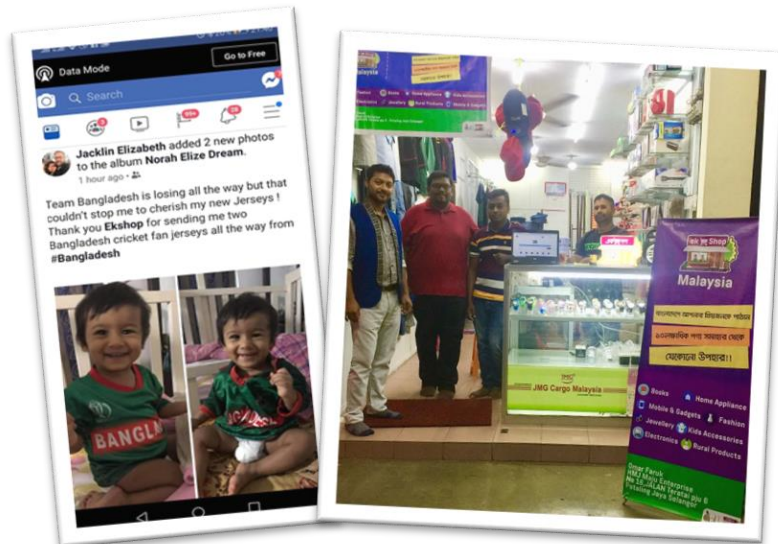
e-Trade Rapid Readiness Report

“...ekShop is one of the key infrastructure by the government to lay the foundation of stronger e-trade ecosystem ...”



ITEX 2019 – KUALALUMPUR

Won the **BEST INTERNATIONAL INNOVATION** award



Nepal & Malaysia opened, **21** more to go



The buying journey

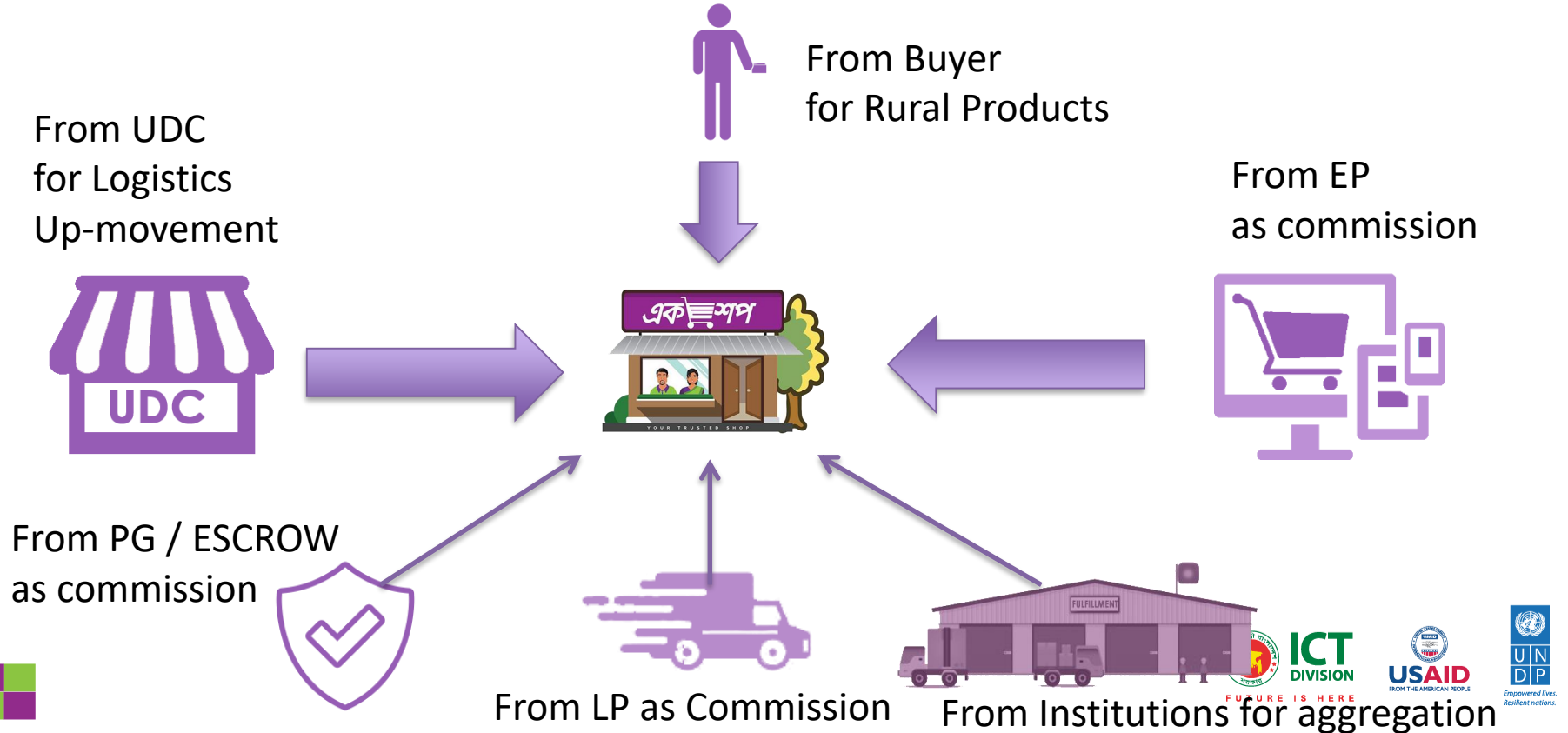




The selling journey



Core Business Model





Thank you





ekShop 'Shoron': e-Commerce for Migrant Union

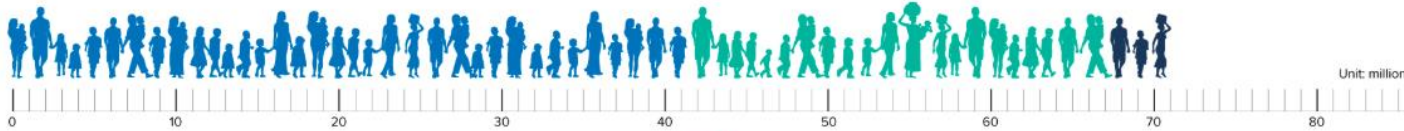


ekShop 'Shoron':
e-Commerce for Migrant Union
a2i – Innovate for all
Government of Bangladesh/UNDP



Refugee Crisis: World view

70.8 million forcibly displaced people worldwide



Internally Displaced People
41.3 million

Refugees
25.9 million
20.4 million under UNHCR's mandate
5.5 million Palestinian refugees under UNRWA's mandate

Asylum-seekers
3.5 million

Where the world's displaced people are being hosted

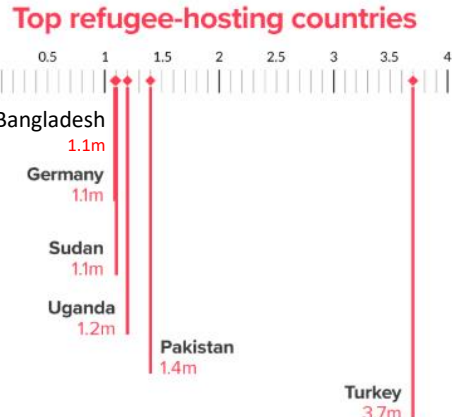


About 80 per cent of refugees live in countries neighbouring their countries of origin

57% of UNHCR refugees came from three countries



341,800 new asylum seekers
The greatest number of new asylum applications in 2018 was from Venezuelans



- The snapshot by UNHCR shows the gravity of world refugee crisis
- Finding Sustainable income sources for refugees is a core concern

Rohingya Crisis: Bangladesh



1.1+ million ethnic Rohingyas in Bangladesh

32,684 households are female led in the refugee camps as the male members are dead or missing*

These women have little means to support their families and children

BRAC, Worldvision and other NGOs are providing them vocational training on sewing, sanitary pad making, soap, tooth powder and toothpaste making

However, till now there had not been a sustainable process to generate livelihood sustaining revenues from these activities

a2i Programme's **ekShop**

Is creating the world's first sustainable refugee specific e-Commerce solution

* Source: UNHCR

Economic Opportunities for Refugees/Displaced Population

- Rohingyas as well as refugees all over the world carry their core skills when they migrate. However, **most of them cannot use their core skills.**
- As **85% of the refugees are hosted in developing economies,** room for employment is really low.
- Finding **new – potentially out-of-host-country – market** for refugee produced products may show more sustainable results.



Rohingya Refugee Profile:

- 90% of the refugees have no education above primary level.
- Refugees do not have almost any marketable skills.

a2i's ekShop Initiative in Bangladesh



- Launched in Bangladesh in January 2018
- Unique model of connecting rural buyers as well as producers to urban and international e-Commerce marketplaces
- Currently running on 4000+ physical Digital One-Stop Centers
- Own aggregated logistics and payments network for national and cross-border trade
- Has unique aggregation API connectivity with more than 33 national and international e-Commerce market places
- Was awarded **UN FACILITY FUND AWARD 2018** for its unique use of behavioral analytics tools and **ITEX BEST INTERNATIONAL INNOVATION TROPHY 2019**



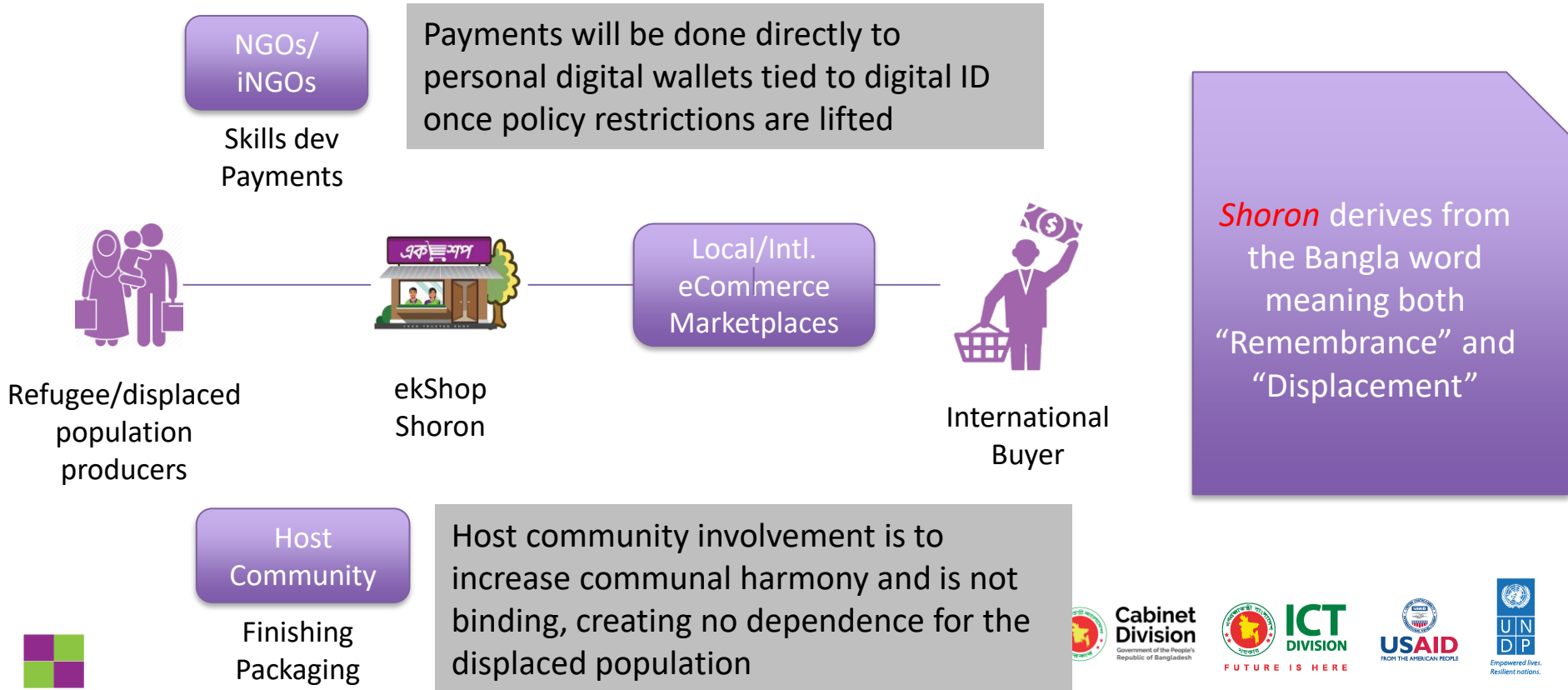
Logistics

Payments

National/International
e-Commerce
Marketplaces



ekShop Shoron : e-Commerce Model for Displaced Population



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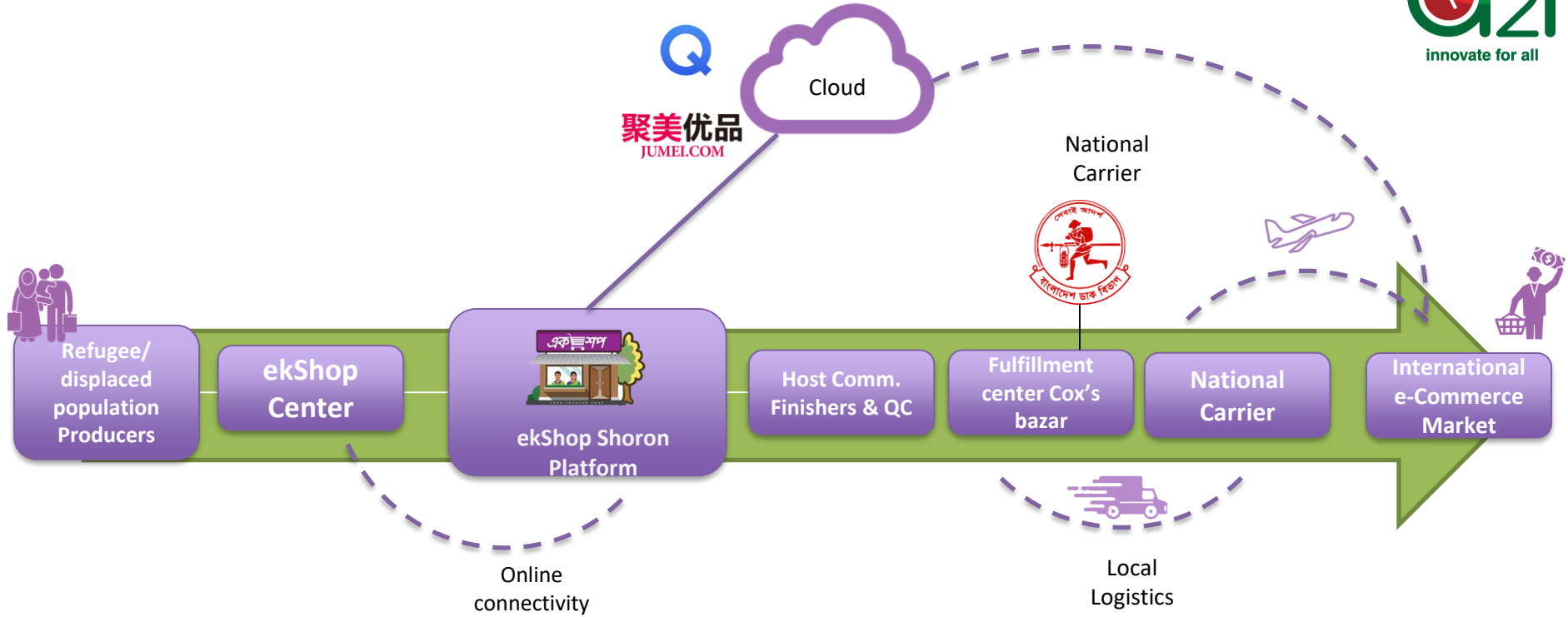


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Process Flow for Pilot



* This process diagram focuses on a pilot involving Rohingya refugees & Bengali Host community



ekShop Shoron Pilot: Rohingya Skills and Products

- Started April 2019
- Designed specific product line comprising of women's fashionable clothing with ethnic fusion
- Involved ActionAid to train Rohingya women in Kutupalon Camp and women in Host community Ukhiya
- Contracted 7 regional apparel buyers in Thailand & UK
- Showcased in the **“Fashionology – Sustainable Fashion”** segment in Future City Summit on July 6-9, 2019 in Thailand



Products & tractions so far



Work Space & Work-life balance

Work Space:

The work space are of two types:

- Sewing machines at home
 - Dedicated training/work space inside the community center at Camp
- In Most cases these work spaces are for women only
 - All work spaces have adequate day-care and nursing facilities.

Work Hours:

- The refugees are required to work maximum 4 hours a day with minimum 2 hours.
- Wages are calculated per hour.



Work Space & Work-life balance



For the trainee and producer women who have children, a day care center and a kindergarten is situated within the production/training facility which are run by experienced women recruited from the refugee community itself



Products & tractions so far

Logistics & Supply Chain:

- 3 Consignments have been successfully exported to Bangkok, Thailand.
- Some of the products have then be re-exported to England.
- Currently 3rd consignment is being produced.
- Successfully piloted “De-minimis” exports with part of the 2nd consignment

Monetary Flow:

- Successfully received funds in USD
- Used ekShop’s ESCROW platform
- Distributed cash through MFS in host community and converted into consumables for the refugees



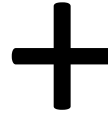
Credentialing, what was used and how

- We have used the UNHCR ID for Identify and track individual refugee producers & national ID for the host community
- We have used MFS to distribute money to the host community and WFP credentials were mapped with UNHCR to convert the refugee money into items they can consume



Now what happens when it is not physical products

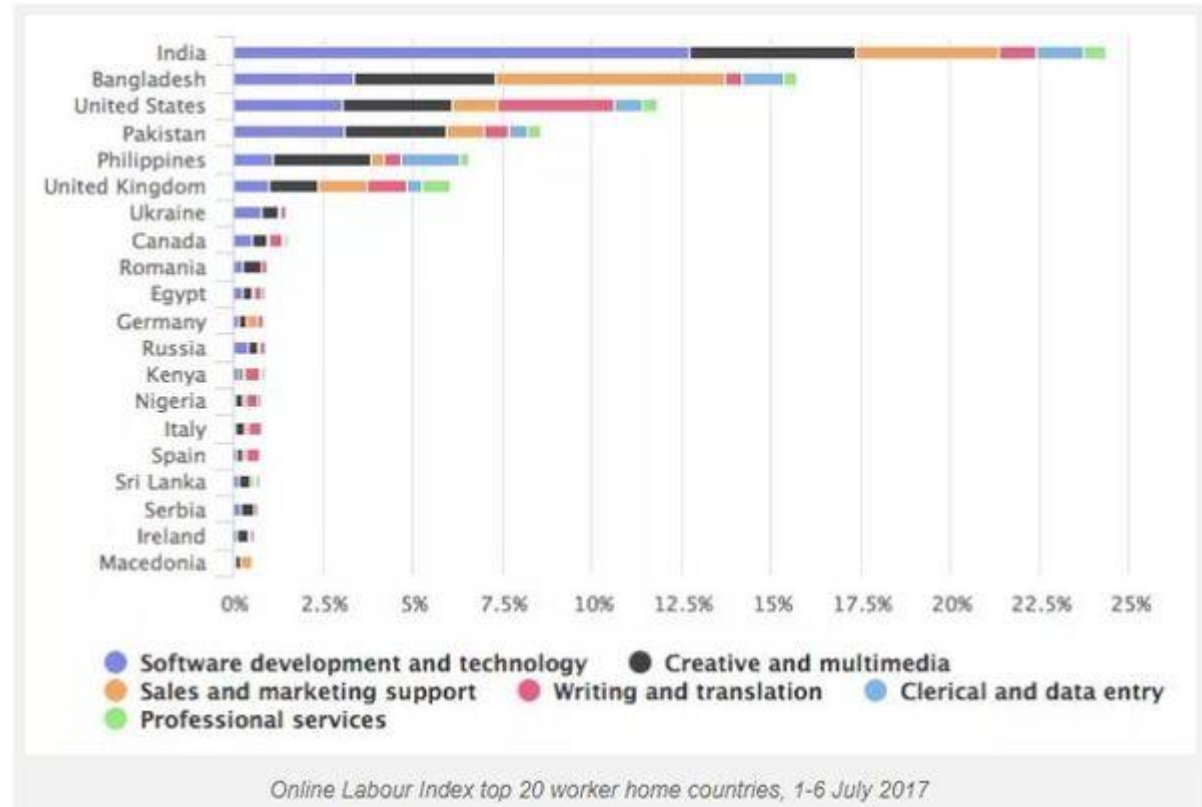
ekShop platform itself is built as a micro-service architecture based kernel which plans to incorporate blue-collar and white-collar outsourcing work in the same model.



Tapping into Bangladesh / ekShop & finding a Turkish Collaboration



- 2nd Largest freelancer community/ market (16% of the World)
- Focusing not only products, but **digital services and the gig economy.**



Online Labour Index top 20 worker home countries, 1-6 July 2017



How we can collaborate



- ekShop SHORON model works by aggregating and linking the demand side with the supply side of skills development for livelihoods.
- If an existing Turkish program is reskilling the refugees who in-turn can produce marketable products, small pilot can be initiated to prepare:
 - Market Study,
 - Create joint re-skilling program and
 - Modifying the current ekShop platform with Turkish features (Language/Financial Inclusion model etc.)
 - M & E and quick pivot if necessary.
- Of course govt. affiliation/approval becomes one of the integral part of any pilot. UNDP Turkey can become the focal point to organize and help coordinate such efforts between Bangladesh, Turkish agencies and Turkish Government.
- On the other hand, as a2i is a government project supported by UNDP Bangladesh, there is a government to government (g2g) approach that can be taken with UNDP CO offices collaboration as well





Thank you





Discussion
