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 Achievements

Gender Breakdown

- Male: 45% (24,992 beneficiaries)
- Female: 55% (30,436 beneficiaries)

Total beneficiaries: 55,428

Activity Breakdown

- Language trainings: 43%
- Skills trainings: 15%
- Income generation: 33%
- Mentoring, coaching: 9%
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
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. Improving of Syrian refugees' work skills in order to better allocate them in the market.

Training for:
- Businesspeople
- Entrepreneurs
- Employees

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.

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 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
eCommerce has emerged as the newest catalyst that actually increases digital divide
Or the cause of a ‘Digital Divide’?

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

- Circular Economy
- Inclusive Commerce
- Single Platform
- Local & International
- Increased Revenue

Key Features:

1. **Local & International Logistics Companies**
2. **Buyer / Seller**
3. **Distributed Digital Centers all across the country**
4. **Trust Factor**
5. **Local & International eCommerce Merchants**

SINGLE PLATFORM

- Local & International Banking, Payment & ESCROW System

Innovate for all
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)

Digital Center
- First line logistic picks products
- Logistic moves forward
- UDC or end mile delivery

ekShop Platform
- Creates a logistic map
- ESCROW through PG
- Shows products in an aggregated form
- Notifies the eCom on order
  As well as logistics providers

Rural Consumer
- Comes to digital Center
- Cash or gets financially included

National Carrier
- Local Logistics

Cloud

Local Logistics

ESCROW through PG

Cash or gets financially included

Future is here
ekShop: The unique selling Journey

- Producer goes with sample product
- Digital Center
- ekShop Platform

Helps with description, pricing & uploading

Cloud

All websites automatically show the product in their inventory
ekShop: The unique selling Journey

Producer sends to UDC

Cloud

National Carrier

Payment encouraging financial inclusion

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

- Fulfillment Centers & Warehouses in All divisions: 9
- Logistics Providers including Bangladesh Post Office: 6
- International Logistics Providers: 2
- International ekShop Centers: 2
- Leading Local eCom Platforms: 16
- Leading International eCom Platforms: 4
- Banks with Agent Banking: 4
- MFS Providers: 6
- ESCROW
- Union Digital Centers And Growing: 4003
- ekShop.gov.bd
ekShop: Key Statistics

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
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
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 eCommerce

On process of connecting **158k** co-operatives all across the country

**38%** of them are women, with a GDP contribution of **0.65%**
ekShop: How it is a ‘Silent Revolution’

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

- From UDC for Logistics
- From Buyer for Rural Products
- From EP as commission
- From PG / ESCROW as commission
- From LP as Commission
- From Institutions for aggregation
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

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

Internally Displaced People
41.3 million

Refugees
25.9 million

Asylum-seekers
3.5 million

Where the world’s displaced people are being hosted

80%

57% of UNHCR refugees came from three countries

341,800 new asylum seekers

Bangladesh 1.1m
Germany 1.3m
Sudan 1.1m
Uganda 1.2m
Pakistan 1.4m
Turkey 3.7m

The greatest number of new asylum applications in 2018 was from Venezuelans

About 80 per cent of refugees live in countries neighbouring their countries of origin
1.1+ million ethnic Rohingya 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**
ekShop Shoron: e-Commerce Model for Displaced Population

Refugee/displaced population producers → ekShop Shoron → Local/Intl. eCommerce Marketplaces → International Buyer

Payments will be done directly to personal digital wallets tied to digital ID once policy restrictions are lifted.

Shoron derives from the Bangla word meaning both “Remembrance” and “Displacement”.

Host community involvement is to increase communal harmony and is not binding, creating no dependence for the displaced population.
* 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 Kutupalong 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:

a. Sewing machines at home
b. 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.
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 been re-exported to England.
- Currently 3\textsuperscript{rd} consignment is being produced.
- Successfully piloted “De-minimis” exports with part of the 2\textsuperscript{nd} 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

- 2\textsuperscript{nd} Largest freelancer community/ market (16\% of the World)

- Focusing not only products, but \textbf{digital services and the gig economy}.
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