Q1: Respondent details
Name: Amin Khan
Organization: Bangladesh
Email Address: arminkhan.a2i@gmail.com
Phone Number: -

Q2: Country or Customs territory
BANGLADESH

Q3: Organization
Public sector

Q4: Title of case story
Access to Information Programme - An overview of the "e-commerce for all" initiative

Q5: Case story focus
E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract
a2i is the world’s first public service Innovation Lab+. Its primary goal is to ensure easy, affordable and reliable access to quality public services for all citizens of Bangladesh.

a2i drives the creation of a public service innovation ecosystem and delivery infrastructure from the Prime Minister’s Office working closely with the Cabinet Division.

a2i’s unique, simple and powerful Innovation Lab+ model revolves around:
- Cultivating ‘Empathy’
- Reducing ‘TCV’
- Simplifying through ‘SPS’
- Supporting innovation through ‘Service Innovation Fund’
- Celebrating innovators with ‘Innovation Summits’
- Establishing delivery platforms enabling ‘Services for All’

Q7: Who provided funding?
Private sector

Q8: Project/Programme type
Single country
<table>
<thead>
<tr>
<th>Q9: Your text case story</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q10: Lessons learnt</td>
<td>Respondent skipped this question</td>
</tr>
</tbody>
</table>
Access to Information Programme

AN OVERVIEW OF “E-COMMERCE FOR ALL” INITIATIVE
a2i is the world’s first public service Innovation Lab+. Its primary goal is to ensure easy, affordable and reliable access to quality public services for all citizens of Bangladesh.
a2i’s unique Innovation Lab+ model

a2i drives the creation of a public service innovation ecosystem and delivery infrastructure from the Prime Minister’s Office working closely with the Cabinet Division.

a2i’s unique, simple and powerful Innovation Lab+ model revolves around:

- Cultivating ‘Empathy’
- Reducing ‘TCV’
- Simplifying through ‘SPS’
- Supporting innovation through ‘Service Innovation Fund’
- Celebrating innovators with ‘Innovation Summits’
- Establishing delivery platforms enabling ‘Services for All’
IMPACT, RESULTS & RECOGNITION

**ICT FOR DEVELOPMENT AWARD 2016**
for outstanding commitment towards ICT as a tool for sustainable development

**ICT SUSTAINABLE DEVELOPMENT AWARD 2015**
for promoting use of ICTs to achieve the MDGs

**GLOBAL ICT EXCELLENCE AWARD 2014**
for use of ICTs for public service excellence

**WSIS AWARD 2014, 2015, 2016**
for most innovative use of ICT to improve public service delivery to the underserved
ONE STOP SERVICE CENTRES
Taking Public Services to the Doorsteps of Citizens

4,547 UDCs
Providing 102 Public and Private Services

2 Million
Online Registration of Prospective Migrant Workers

237 Million
Services Provided*

$28.15 Million
Earned by Entrepreneurs*

4 Million+
Citizens in M-Banking

75 Million
Birth Registrations from UDCs*

0.29 Million
Citizens Covered by Life Insurance

*To Date
The Digital Centres ensure that the underserved such as rural women, people with disabilities and the elderly - regardless of their literacy and ICT literacy - can access vital information and services. These one-stop service centers are essentially micro-enterprises run by 'citizen entrepreneurs' - 1 male and 1 female in tandem with elected local government representatives. They leverage modern technology to provide citizens both free and fee-based access to public services.
E-commerce for all
Case of Bangladesh

- 66% still reside in rural communities
- Syndication stands as a major barrier to agricultural and handicraft producers receiving fair remuneration for their wares
- Less than 10% of total population are aware of the term “e-commerce”
- Less than 20% of MSMEs use internet for e-commerce
- Lack of trust, access to internet, trusted means of logistics and payment main barriers to expansion
E-commerce a2i model

Connecting rural population and small businesses to e-commerce services

- Assisted e-commerce model with Digital Centre Agents as the enablers
- 11 existing partners. More than 10M earnings in BDT
- Integration with delivery partners and e-commerce platforms
- ESCROW Payment
- a2i’s own middleware- “a2i Ponyo”
Model by a2i

Solving problems associated with
- Payment
- Logistics
- Access
Stakeholders in the ecosystem

- Local UDC "shops"
- Assisted Ecommerce
- Local sellers
- Offline local buyers
- Logistics partner
- Established ecommerce partners (marketing/branding/marketplace)

Role of Digital Centre "Agents"

- Customer Acquisition
- Customer Sensitization and Communication
- Product Distribution
- After Sales Service
- Lead Generation and Sales
- Communication and Sensitization partner
Problem to address: Payment

Problems
- 90% Cash on Delivery
- Low usage of digital financial services
- Lack of trust

Solutions
- ESCROW as the payment method
- Utilizing the agent banking accounts of digital centre entrepreneurs
Problem to address: Logistics

**Problems**
- No standardized sorting, tracking and shipment mechanism
- Low volume of shipment makes it uneconomical for established courier companies

**Solutions**
- Dedicated tracking system software of Bangladesh Post Office connected to a2i's own system via API
- Dedicated warehouses as collection and fulfillment system to systematize the last mile logistics delivery process and scale up economically
Buyer visits the ecommerce portal by himself or travels to the UDC

UDC Agent 1 places an order for the desired product + Transaction ID is created + Buyer pays for the product through the ESCROW system

UDC Agent 2 (on the seller's vicinity) receives order for the product

Order prepared by the seller and taken to the UDC Agent for processing

Payment released to the Seller from the UDC Agent 1 end via the ESCROW system

UCD Agent 1 receives the product and confirms the Transaction

UDC Agent 2 sends the product via a2i approved logistics partner

Payment released to the Seller from the UDC Agent 1 end via the ESCROW system
Results till now

- Partnership with 12 private companies
- Partnership with Bikroy.com, largest online marketplace in the country
- BDT 15M+ worth of products sold
- More than 600 Digital Centre Entrepreneurs actively engaged in e-commerce
- Awareness and capacity of Entrepreneurs enhanced
- Partnership with eCAB, country’s only Association for e-commerce businesses in Bangladesh underway
Thank you