



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

Name	Armin Khan
Organization	Bangladesh
Email Address	arminkhan.a2i@gmail.com
Phone Number	-

**Q2: Country or Customs territory**

BANGLADESH

**Q3: Organization**

Public sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

A2i and E-commerce

**Q5: Case story focus**

E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

The philosophy of "Digital Bangladesh" comprises ensuring people's democracy and human rights, transparency, accountability, establishing justice and ensuring delivery of government services to the citizens of Bangladesh through maximum use of technology, with the ultimate goal being the overall improvement of the daily lifestyle of general people. This includes all classes of people and does not discriminate people in terms of technology

**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Single country

**Q9: Your text case story**

The philosophy of “Digital Bangladesh” comprises ensuring people’s democracy and human rights, transparency, accountability, establishing justice and ensuring delivery of government services to the citizens of Bangladesh through maximum use of technology, with the ultimate goal being the overall improvement of the daily lifestyle of general people. This includes all classes of people and does not discriminate people in terms of technology.

The centres have already served people 12 crore times with services like registration of seven crore births, and more than 20 lakh overseas job-seekers have had services from the digital centres.

Till now, 7275 Digital Centres in total have been operational in all across the country and 9094 entrepreneurs have been self-employed. Together, they represent a powerhouse of economic potential that has been left untapped till now. The following concept note will work around a way for facilitating a comprehensive ecosystem for rural e-commerce model, addressing the issues in the current way of business with workable solutions  
Proposed Ecosystem Model by A2i.

In Bangladesh, ecommerce has hit as the next big wave of transformation during the early 2010s. With less than 15% of total population shopping online, that too mostly in the urban areas, the market has become saturated with big ecommerce players trying to get a share of the little pie. Recently, this sector has started to attract foreign investments from countries like United States, Japan, etc.

In the unchartered rural areas of Bangladesh, mobile phone usage is seeing a new revolution. However, the age old cultural norms, language barriers, social practices and resistance of people to behavior change render it difficult for a pure ecommerce model to be successful.

Hence, A2i has crafted an “Assisted ecommerce” model to bridge the gaps and create opportunities the traditional ecommerce players are facing tremendous difficulties in.

For rural ecommerce, A2i will aim to facilitate a comprehensive e-commerce ecosystem, and take care of the crucial factors determining the functionality of the ecosystem, allowing any partner or player to take advantage of the backbone created by a2i for economic opportunities.\$

The ecosystem proposed by a2i will follow an “Assisted E-commerce model”, and will include UDC Entrepreneurs, or Agents, as the facilitating parties in the entire transaction cycle, taking into account the following factors:

- Social and cultural practice along locals to trust only the local shops (“mudir dokan”, “hatbazar”, etc.) and to integrate the shopping activity into their daily lifestyles;
- Lack of know how among the consumers about operating internet portals;
- Lack of understanding among rural consumers about the benefits, drawbacks and processes of e-commerce;
- Lack of a reliable payment solution that protects both the buyers and the sellers;
- Lack of a reliable solution for logistics and delivery.

**Q10: Lessons learnt**

*Respondent skipped this question*