

Presenter:

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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 $200 \times \$640 = \$128,000$

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** DIFFERNTLY

YOU HAVE TO **SEE** DIFFERENTLY

YOU HAVE TO **BE** DIFFERENT

YOU HAVE TO **WANT** TO MAKE A DIFFERENCE

TECH

NEED

DIFFERENCE



Local youth development



MY COUNTRY MY VILLAGE



women empowerment



e-commerce



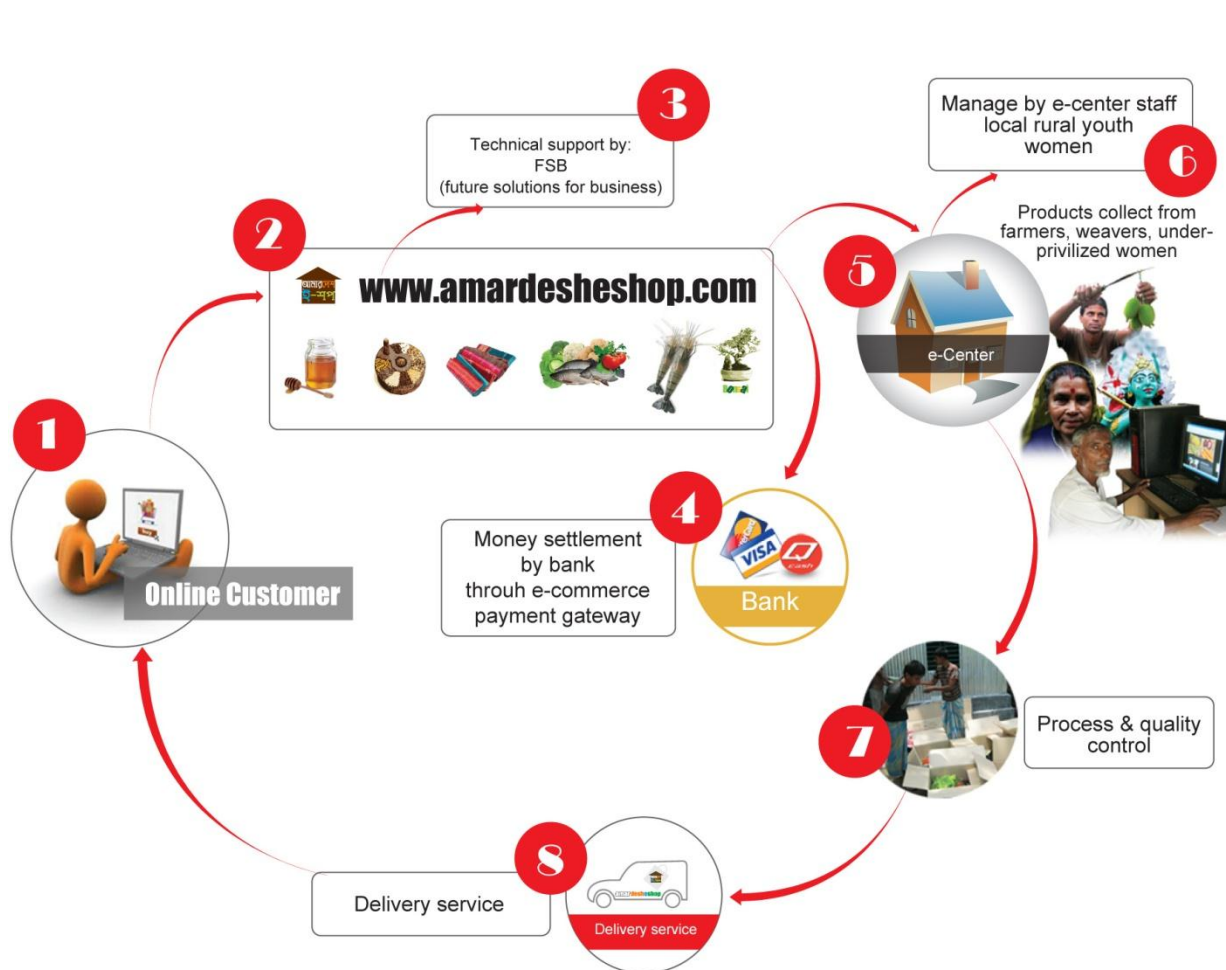


The Online Rural Market

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.

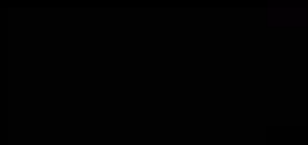
4. Money settlement through e-commerce payment gateway, giving the rural producers directly payment on their accounts

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**



1 Receiving Order



2 Cutting Vegetables



3 Packaging Goods



4 To Delivery Car



5 Home Delivery



6 100% Organic Vegetables

e-Shop Trading

e-shop Trading

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)

- * 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

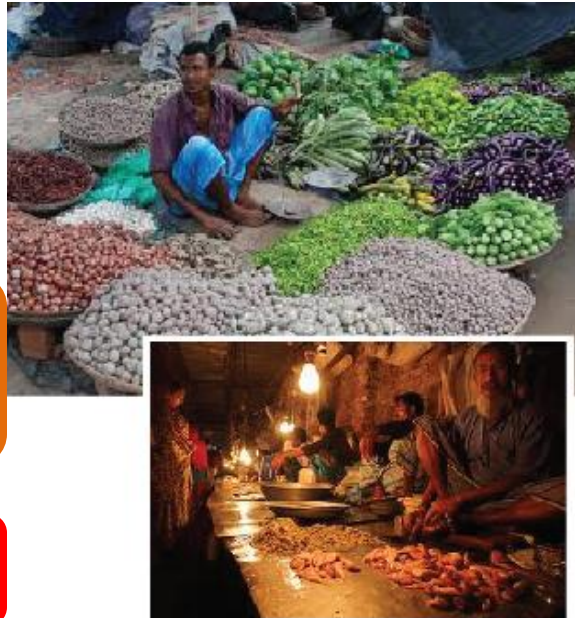
The middle man plays a critical role
, tricks the farmers to sell the
vegetables at very low rate, and
they determine the price of the
vegetables for example BDT 2

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.



Products Details
Tk.4025

[Buy Now](#)



Products Details
Tk.1990

[Buy Now](#)



Products Details
Tk.980

[Buy Now](#)



Products Details
Tk.325

[Buy Now](#)



Products Details
Tk.1810

[Buy Now](#)



Products Details
Tk.1955

[Buy Now](#)



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Tk.405

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Tk.520

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Tk.405

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Tk.1025

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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:

Amar Desh eShop (e-commerce platform)	eDesh (country web portal)	Ami Hobo Shonirbhor (ICT training for rural development)
5500 entrepreneurs has been enlisted	84000 local community people are served from 7centers.	834 above students being trained. More than 150 women are trained from a center on ICT .
Among them mostly are underprivileged women Farmers Weavers Fishermen Young entrepreneurs	Schools and colleges, Local government , Facilitate local tourism, Freedom fighters ,Empower local journalists, Digitally archive local art & culture, promote local talent	

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 2011



mosaic
the power of positive thinking

The Mosaic Award
South Asia 2011
I am the WINNER



NATIONAL DIGITAL INNOVATION AWARD 2011



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



Date: 2nd December 2011

Won the award from e-asia

on the category of best business model and localized application /content from the South Asia



Date: 2nd December 2011

won the Manthan Award ,South Asia 2011

Digital Inclusion for Development in the category of e-business and enterprise





ICT SUMMIT EURASIA
Bilişim Zirvesi
Next Step/Next Step

ICT Summit Eurasia Awards 2012 Jury's Special Prize



FSB (Future Solution For Business Ltd)



WITSA Merit Award

Is awarded to

**Amar Desh Amar Gram
(My Country My Village)**

As the first project of its kind in Bangladesh that takes computers and web access to the lowest income group and empowers them with opportunities that were not previously available to them.


Secretary General

October 21, 2012

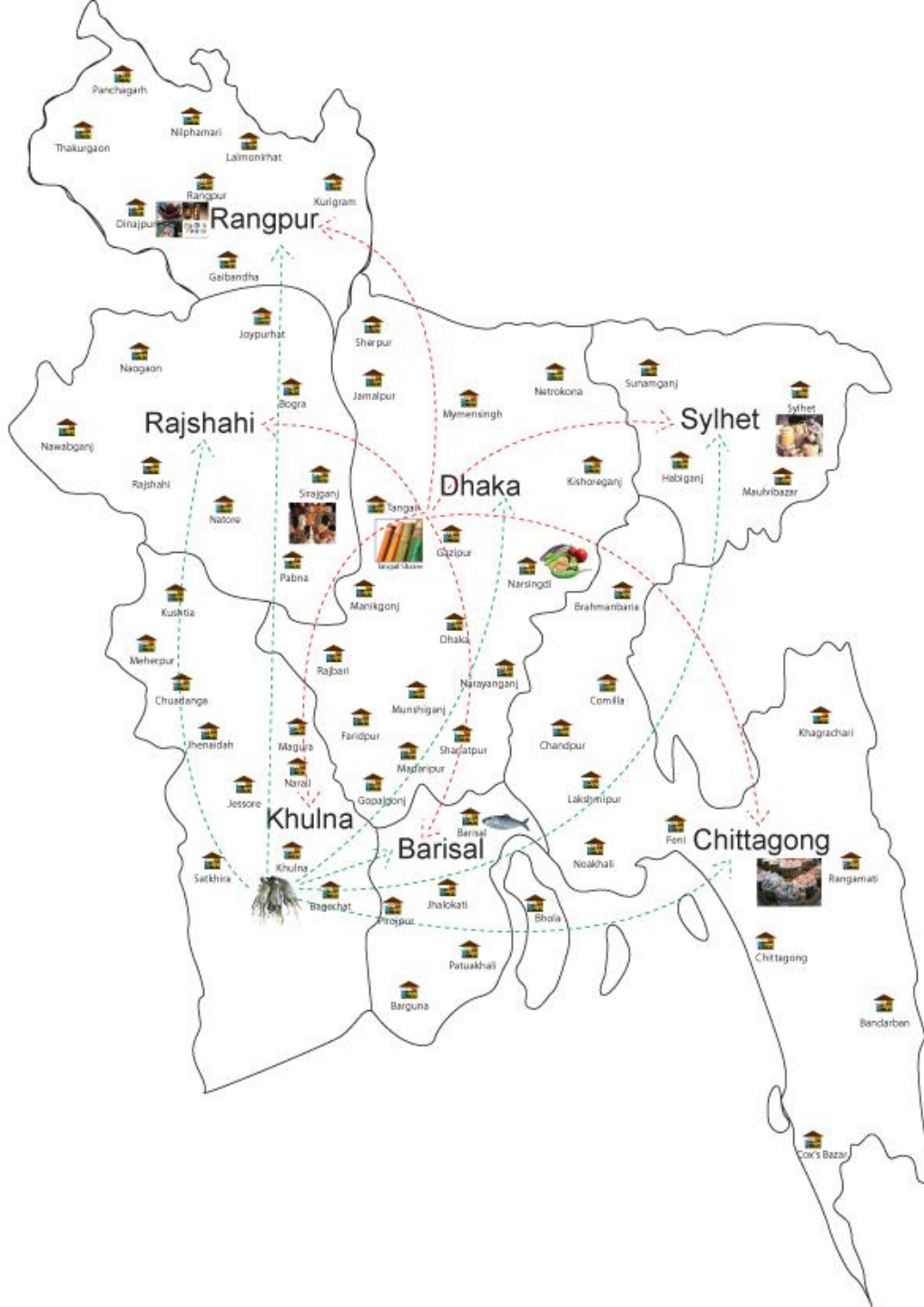
2012

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