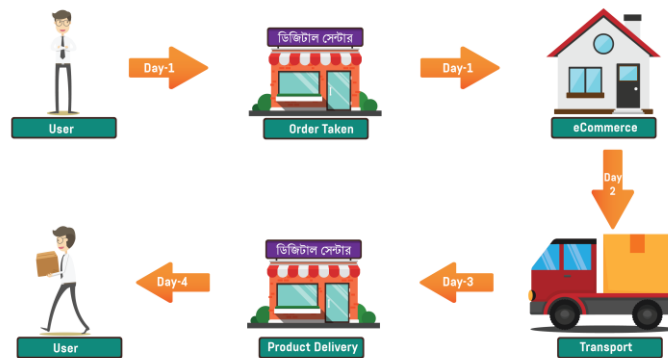


Ek-Shop

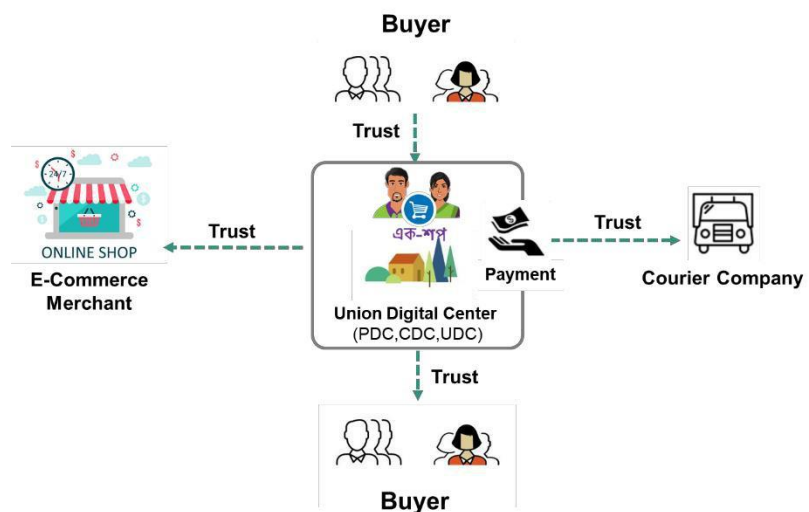


Background:

With around 80 million internet users and an increasing GDP, Bangladesh is holding a big possibility for the expansion of e-commerce industry. Though the current e-commerce industry is serving only 30% of total population because the majority of rest population (about 70%) are still out of internet coverage. This percentage mainly accounts the rural population. To scale up with the trend of global economy, economy of our country is also merging with the tools of online trade and transaction. Our e-commerce industry is facing a rising of 200% over years. However, the marginal producers and consumers from rural areas often get deprived from having the facility of country's rising e-commerce industry. Although our marginal producers carry a lion share contribution in the produced goods market and the rural consumers hold a good demand for those products that are only marketed in cities but there was a lack of something that could bridge the marginal producers with the city marketplace and the rural

Consumers with the city quality goods. There are some serious underlying problems that hinder the building of that bridge or expanding e-commerce to rural areas. Problems like Product Quality Control, Delivery Coverage, Payment Assurance, Trust Partnership with Stakeholders, Dedicated Support Center, Internet Connectivity (Speed & Availability) are acting as barriers for spreading the habit of online shopping among rural people. Moreover, the marginal producers are not receiving the exact profit of their produced goods selling in city market. Added to that, customers are also forced to buy those goods at a huge price. In middle to that, the middlemen are making their wallet healthier. Many districts are known for their productions of domestic goods but the producers do not

Get fair price as well as incapable of circulating their goods to every consumer from every corner and that leads to decrease in production. Furthermore people living outside of capital or less advantageous zone are even deprived of to be offered for the benefit of our emerging e-commerce industry due to their ignorance over internet use.



This poor market system is reducing the economic growth of our country. Many e-commerce companies and logistic providers are emerging in this e-commerce industry but they are scattered enough to serve the whole nationwide market collectively. In this case, an intervention was needed to bring together all the stakeholders in a single platform where both the producers and consumers will receive the advantage of e-commerce.

Intervention:

So with a vision of creating such platform where these marginal producers will get the opportunity to sell their products direct to the customers and rural consumers have the facility of online shopping, the “ek Shop” initiative taken by Access to Information (a2i) Programme, ICT Division to make an integrated e-commerce platform where all the renowned e-commerce companies are connected. We put this platform connected with 5283 digital centers and through the assistance of 10,000 entrepreneurs we made necessary products circulating all over the country. The business pattern of ek Shop is B2B to B2C.

ek Shop aims to digitalizing the market system with its user friendly features and convenience throughout the country considering the marginal producers and rural population. ek Shop simplifies the trading and transacting system and shields it with necessary policies. Only the

registered entrepreneurs have the access to ek Shop platform. Through ek Shop secured infrastructure buyer will receive their ordered product direct from the UDC at cash on delivery method within a little span of time (tentative 6-8 days) without making any advance payment. As buyer protection, ek Shop also has Return & Refund Policy. As an attempt of reducing the delivery related issue, ek Shop delivers the product by the logistic providers at free delivery. ek Shop believes in empowering the entrepreneurs financially that's why they launch a prompt of commission per order system and also gives a facility of selling their related district goods through ek Shop to all over Bangladesh.

The economy of this country can be enriched by fostering digital commerce and nationwide supply chain which will increase local production and empower rural producers going for cross border trade.



E-commerce Partners:

ek Shop itself has no product. Currently, ek Shop is connected with 10 large e-commerce companies that gives it a wide product range with around 500000 products. Some of them are- ajkerdeal, Bagdoom, Kiksha, PharmaQuik, Rakamari, Click & Grab, PriyoShop etc. ek Shop is about to bring more e-commerce companies under its umbrella.



Logistic Partners:

There are four logistic providers including Bangladesh Post Office (BPO) are in partnership with ek Shop to deliver the goods to every corner of the country.



Payment Method:

At present, the only payment method is being practiced in ek Shop is COD (Cash on Delivery). For ease in payment disbursement for both the buyer and seller end, ek Shop already made the arrangement to launch two new payment method- ESCROW and SSL Wireless Payment Method (for master card, visa card).



User:

Mainly the entrepreneurs are the buyers of ek Shop. They buy from ek Shop platform on behalf their respective union people according to their need. Entrepreneurs can also play the role of sellers if they sell anything from ek Shop platform. ek shop offers this privilege to the users.



Salient Features of ek Shop:

All in One Shop-

There are numerous types of 500000 products are available in ek Shop. Nationwide this is the largest volume of products can be offered to customers through one single website.



Commission-

Entrepreneurs receive commission at the end of every month for their each ordered goods.



Last Mile Delivery-

ek Shop offers the privilege of delivering goods to the last mile citizen anywhere in Bangladesh.



Free Delivery-

ek Shop provides free shipping and delivery facility to every Union Digital Centers all over Bangladesh.



Instant Payment-

Brought the cash on delivery facility to the union level.

Your Selling Window-

Through ek Shop, entrepreneurs can sell the district produced traditional and popular goods to everywhere within the country.

Encouraging Gifts-

Upon the monthly performance of entrepreneurs on ek Shop, the e-commerce partners offer special gifts, discounts and coupons for them at each month.



Micro Merchants-

The extraordinary initiative of ek Shop is micro merchants that means taking order and delivering goods from door to door.



Impulse Buy-

With the connection of public wifi, people can view any product from ek Shop website and chose their suitable pick up point. This is the upcoming latest feature of ek Shop.

Call Center-

ek Shop is planning to set up “call centers” to provide 24/7 support service to the users for ek Shop related problems.



Reducing Digital Divide-

With employing 10,000 UDC entrepreneurs and implying the competence assisted e-commerce model, ek Shop is gradually reducing the digital divide.

Brought the necessity home-

For people's need, ek Shop is ensuring life-saving products in remote areas through its e-commerce platform and UDC.

Changes that ek Shop is bringing through Digitalized Market System:

Made the stair from digitalized market to last mile-

In past, people had to come across long distances to buy their desired new products. Sometimes they even had to wait for months after months to have the new or extra featured quality products available in their rural markets. Poor Internet Infrastructure often discouraged them to learn a good hand over internet use. If they somehow managed to learn, the typical faulty market system never allowed them to actualize their wish with reality. ek Shop made it happened. Through the digitalized market platform named ek Shop, rural people got access to the quality goods spreading all over the country. As well as marginal producers are also becoming able of spreading their goods with getting the standard price to their last mile consumer through this platform.

Expanded e-commerce market area throughout the country-

With the proper training and continuous encouragement on using online market, the entrepreneurs are eventually developing the habit of online shopping for both buying and selling purpose. Now they are the core representatives of their related union in ek Shop but through them more people are coming toward online shopping. This is gradually increasing the online customer base and stretching the area of e-commerce industry.



Exercising Behavioral Insights in rural eCommerce:

The Behavioral Insights Team (BIT) is a social purpose company which focuses on designing, implementing interventions and testing those using RCTs (Randomized Controlled Trials). The team is enriched with several real life diversified project experiences for 20 governments around the world-Guatemala, Moldova, UAE etc. & also World Bank & UNDP. They observe the small changes in our behaviors and trends that will leave a long term impact on our initiatives. Ekshop project is being supervised by the team. They make the public policies based on results and recommendations.



Important Links to know ek Shop in details

Link of Ekshop facebook group:

<https://www.facebook.com/groups/1832240986808664>

How to add Ekshop from Eksheba:

<https://www.youtube.com/watch?v=HSFOrkDwf2Q&t=3s>

How to buy products from Ekshop:

<https://www.youtube.com/watch?v=4J9-YqKxDCQ&t=8s>

How to add Rocket/bKash number and check commision report:

<https://www.youtube.com/watch?v=snYF31GEg3Y&t=4s>

How to search products:

<https://www.youtube.com/watch?v=tf54Ghjh8iQ>

Order tracking and delivery finalization:

<https://www.youtube.com/watch?v=hahc6Gdez8s&t=8s>

FAQ APP:

<https://play.google.com/store/apps/details?id=website.bwmadda.build.android5b59546f9db3e>