



PAGE 3: B. ABOUT YOU

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

PAGE 4: C. ABOUT YOUR CASE STORY

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

Q9: Your text case story

Respondent skipped this question

Q10: Lessons learnt

Respondent skipped this question

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.

\$500 MILLION
SAVED BY RURAL
BANGLADESHIS

5 MILLION+
PER MONTH
SERVICES TO UNDERSERVED

5,000+
ONE-STOP E-SERVICE
CENTRES EACH WITHIN
3 KM OF EVERY CITIZEN

43,000 **1** UNDER
GOVT. OFFICES NATIONAL
PORTAL

CITIZENS'

TIME 85% ↓
COST 63% ↓
VISITS 40% ↓

ACCESSING SERVICES

300,000+
CIVIL SERVANTS
EMPOWERED TO INNOVATE



a2i's unique Innovation Lab+ model

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IMPACT, RESULTS & RECOGNITION



for outstanding commitment towards ICT
as a tool for sustainable development



for promoting use of ICTs to achieve the MDGs



for use of ICTs for public service excellence



for most innovative use of ICT to improve
public service delivery to the underserved

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

0.29 MILLION
CITIZENS COVERED BY
LIFE INSURANCE

75 MILLION
BIRTH REGISTRATIONS FROM UDCs*

*TO DATE

ONE STOP SERVICE CENTRES

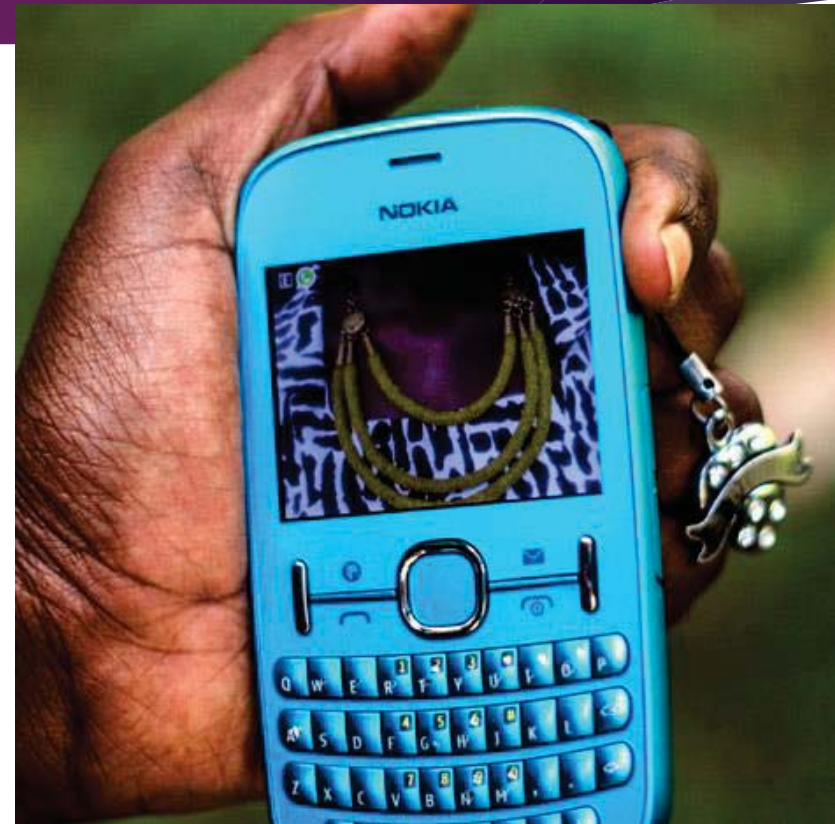
Taking Public Services to the Doorsteps of Citizens

Digital Centres

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

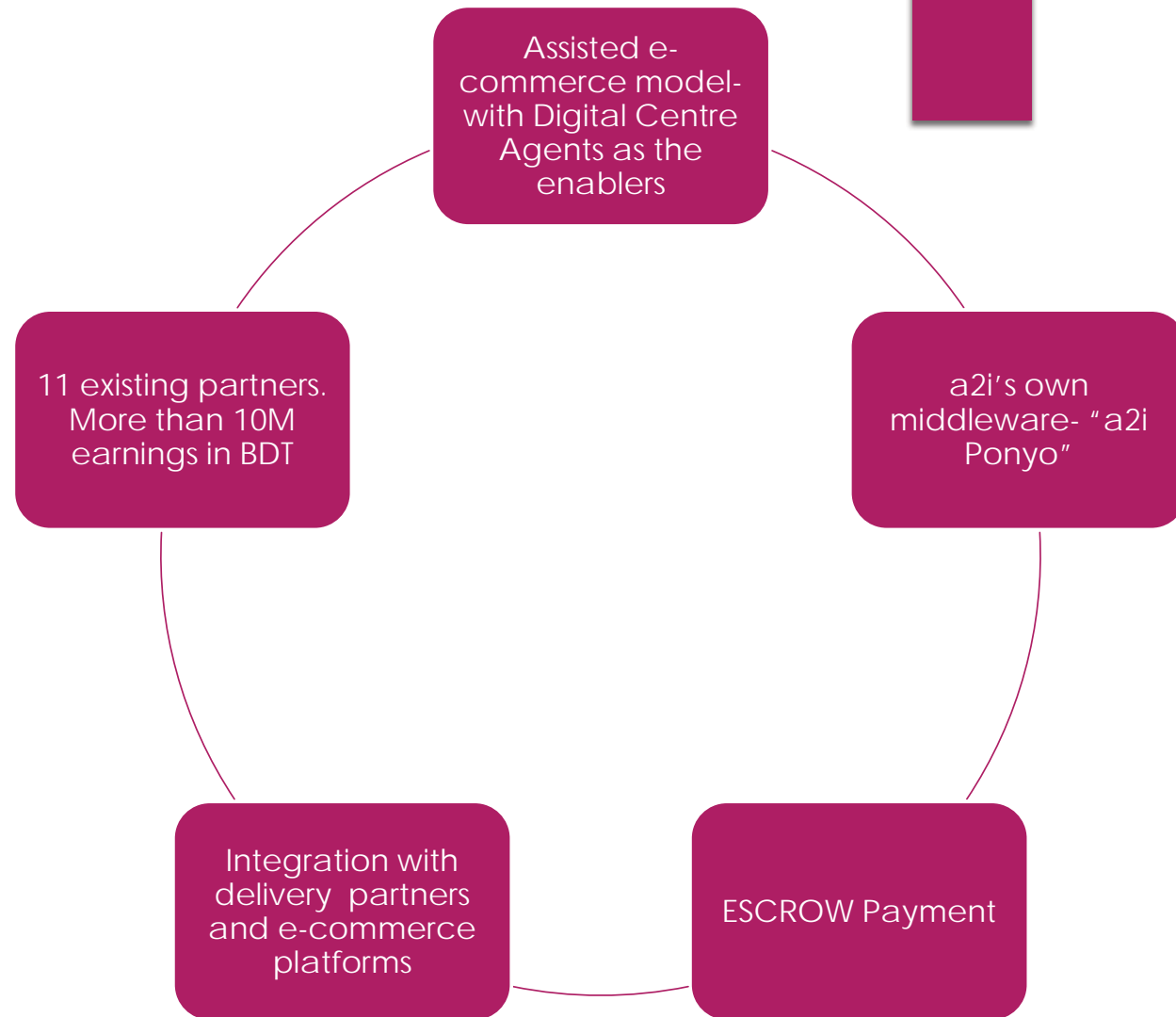
Less than 10% of total population are aware of the term "e-commerce"

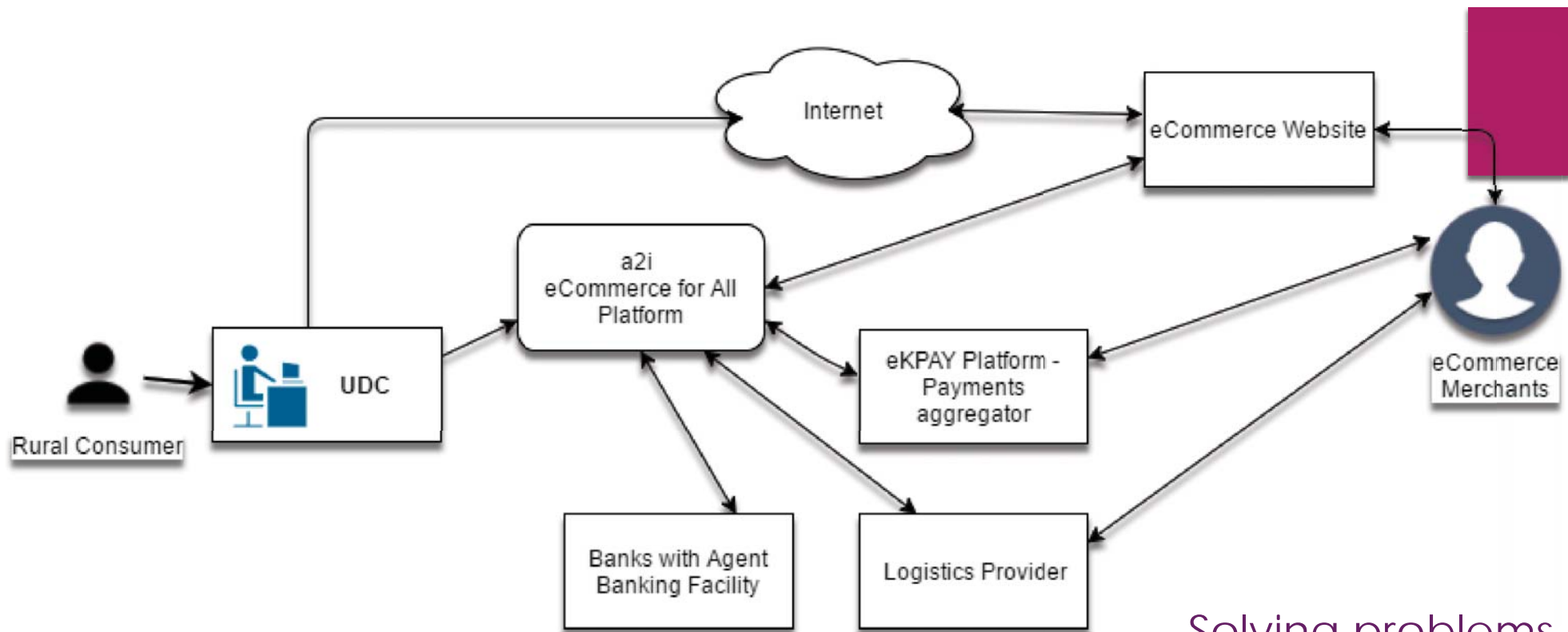
Less than 20% of MSMEs use internet for e-commerce

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





Model by a2i

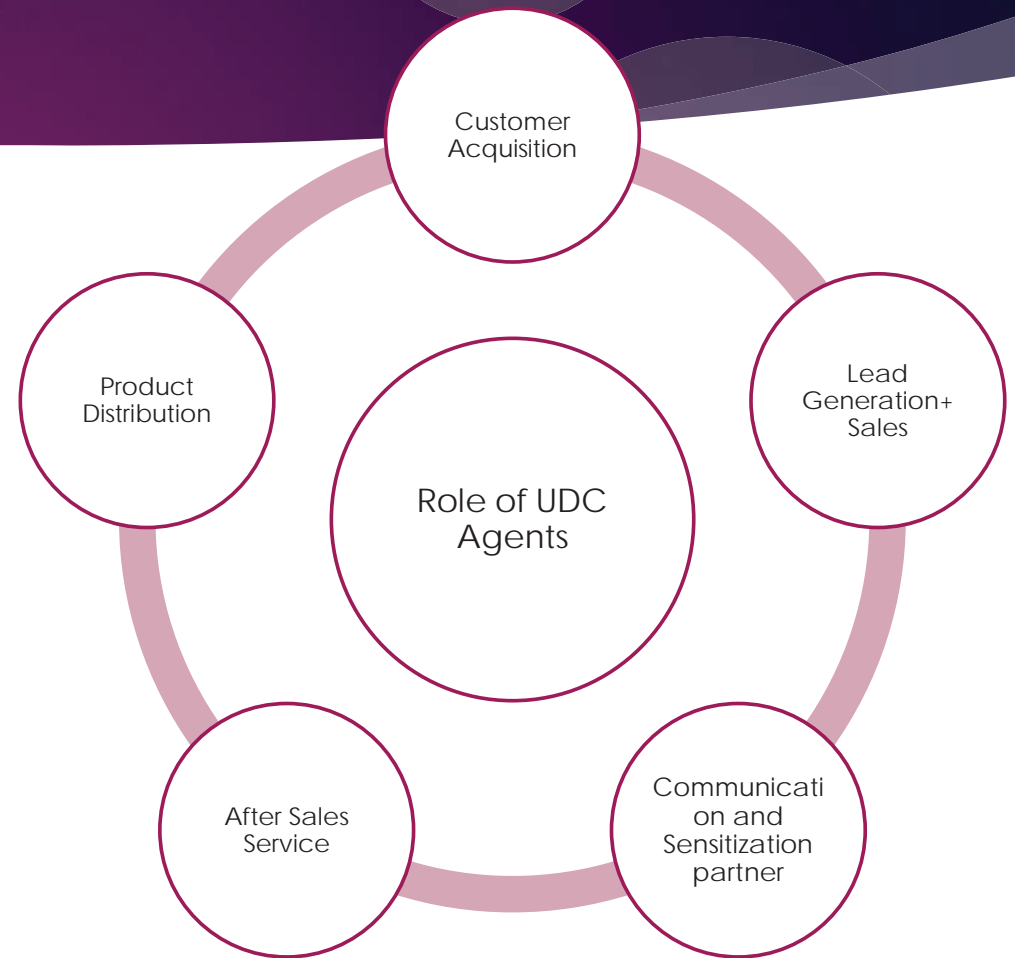
Solving problems associated with

- Payment
- Logistics
- Access

Stakeholders in the ecosystem



Role of Digital Centre "Agents"



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

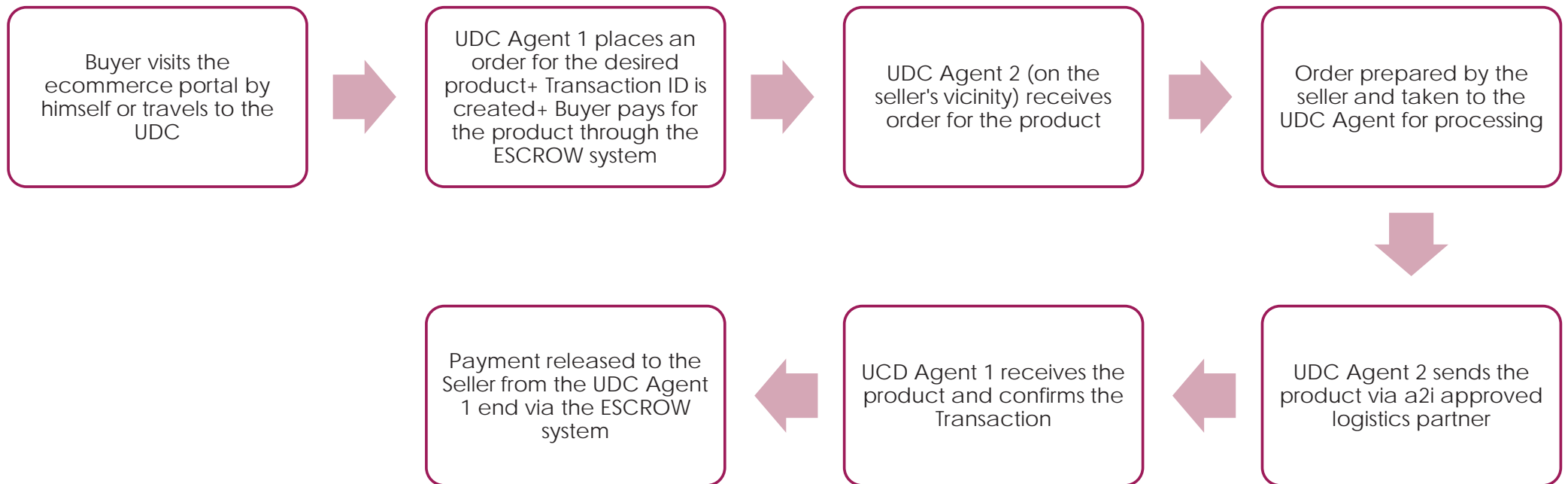
Problems

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

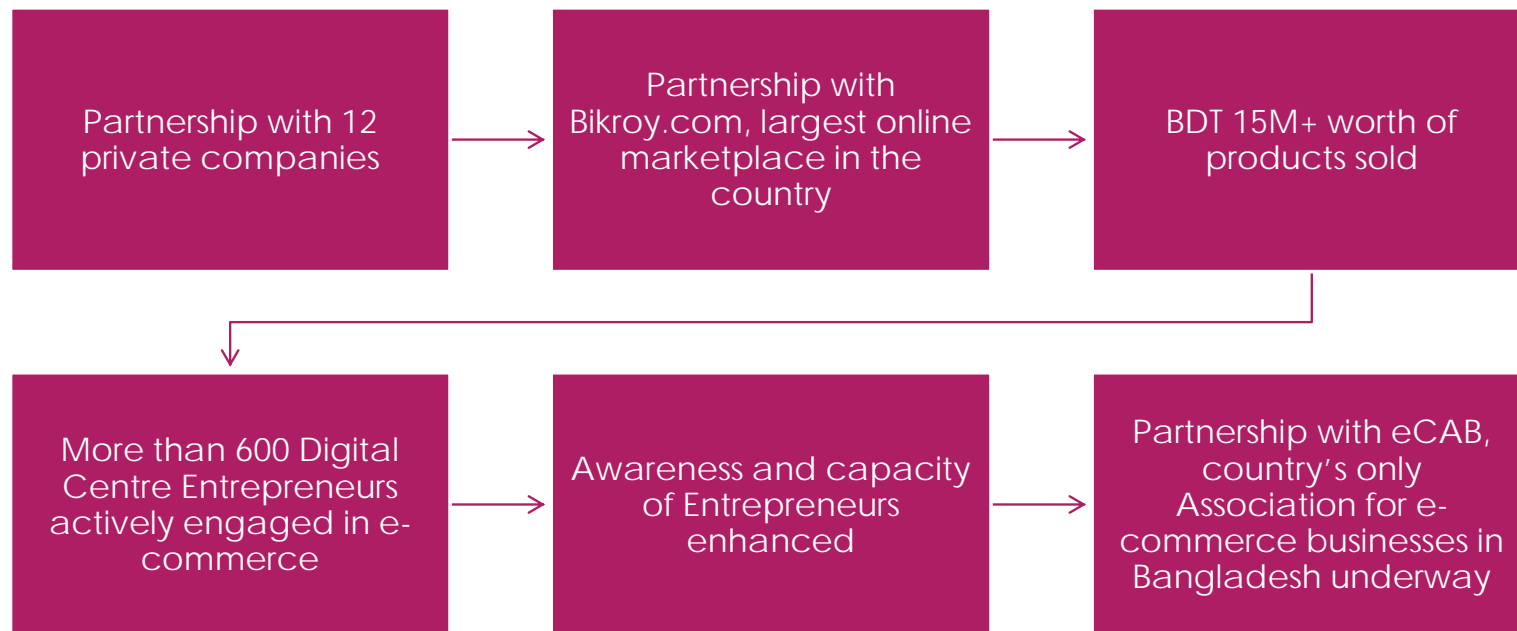
Solutions

- 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

Process Map



Results till now



Thank you

