



Project Completion Report

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Project Prospect

Project Title

“Women’s Economic Empowerment through Strengthening Market Systems (WEESMS)”

Objective

The main objective of the project is “to work towards sustainability of the WEESMS intervention after the project by integrating relevant market mechanisms iSocial develops for its Kallyani business portfolio”.

Project Location

Project Locations	Rangpur Sadar	Jashore Sadar
Timeline	13th January 2019 to 30th September 2020	

Project Partners



 Lead Partner



 Core Project



 Implementation
Partner

About WEESMS

Women's Economic Empowerment through Strengthening Market Systems (WEESMS) is a project implemented by *iDE Bangladesh* and funded by the Embassy of Sweden. It is working on providing training to develop skills in a variety of fields such as home textiles, diversified jute textiles, processed and packaged foods, etc. The governments of Sweden and Bangladesh are creating new economic opportunities for women in rural and peri-urban areas of Bangladesh. The 5-year (2016-2021) \$7.5M Women's Economic Empowerment through Strengthening Market Systems (WEESMS) program supports female entrepreneurs and employees with growth-oriented business development services. WEESMS aims to create market-led opportunities for women to find safe and secure work and to start and grow businesses.

Background

Rural household members of Bangladesh, especially women & female adolescents have limited access to the market. Women in Bangladesh have also fewer choices than men in where they save and borrow money. Bangladesh is ranked 57th out of 58 economies in the world in the Mastercard Index of Women Entrepreneurs (MIWE 2019). Women business ownership as a percentage of all business owners is at a disappointing 4.4 percent this year. Which shows there is a huge gap in participation of women in economic activities in Bangladesh, which hinders creating women's agency and growth of economy.

Bangladesh's labor force is growing at 3.1% per annum with estimated 21 million people projected to enter the workforce between 2015 and 2025. Small Medium Enterprises (SMEs) sector is among the largest employers with an estimated 34% of people employed in the services sector. Within the services sector, retail and wholesale growth averaged over 10% in recent years. Accelerating the shift from the low — skill low - return agricultural sector employment and informal work to more productive employment in the manufacturing and organized services sectors coupled with greater access to financial services, which is a key government strategy towards achieving goal of becoming a middle-income country by 2021.

Today, more rural women are claiming their inheritance, and compared to a decade ago, brothers are more supportive of sisters claiming inheritance. Still, a large majority of rural women give up their rights to inherited land. To improve the lives of rural household, especially the lives of women, children and adolescent, to bring self-confidence among and to bring their identity on the society, the need of women participation in economy are felt badly.

Acknowledging the barriers in rural and peri-Urban areas, iDE Bangladesh planned to implement the project "WEESMS" which is funded by the Embassy of Sweden. iDE (International Development Enterprises) is a non-government organization that has been creating business opportunities in the private sector of Bangladesh while simultaneously tackling issues of gender, climate, nutrition, food security, agriculture, finance, etc. It has been rigorously working in Bangladesh to improve the standard of living of the low-income and marginalized communities.

Infolady Social Enterprise Ltd. (iSocial) is an end-mile woman to women business network aiming to provide technology enabled last mile offerings of goods and services for women, children and adolescent girls in Bangladesh. iSocial's one of the core components is 'Kallyani model'. Kallyani is an educated woman in a rural community, who is trained (by iSocial) and digitally equipped (tablet PC with iSocial's own digital solutions named "Shujog") to offer strategically impactful products and services along with behavioral change communication (BCC) at the door-step. These Kallyanis provide products and services of the wide range of arenas including nutrition, mental health, sexual and reproductive health, agriculture, data and connectivity, digital financial services e.g. MFS, mobile banking and also provide important information regarding government entitlement benefits to the rural households as well as accumulate valuable BoP individual and household level data under a digitally enabled platform.

Project Summary

iDE is targeting to develop 500 new women entrepreneurs and create employment opportunities of 10,000 women by 2023. iDE has conducted a comprehensive study and identified key challenges and barriers for women entrepreneurship. They are: Limited access to markets (backward and forward), Dependency on local agents and dealers, Lack of customized products and services (input, capacity development, finance etc.), Social and Cultural Barriers, and, Limited awareness and knowledge about the financial market.

On the other hand, Kallyani, iSocial aims to develop 7,5000 women micro-entrepreneurship by 2021 and 25,000 by 2025. It also aims to facilitate 100,000 women to generate new income and increase existing income opportunities form household activities. iSocial focuses on the following Impact areas: healthy living, adolescent care, earning for employment, Nutrition care, Digital financial inclusion, green energy, life style and life skills. The three major components of the project:

Table 1: Major components of the project

Create and make operational 100 Kallyanis in the iDE project area on a pilot basis, which will contribute a new dimension in women micro-entrepreneurship.	Work as a last mile supply chain partner for both top-down and bottom-up supply chain for producers and SMEs	Integrating the supply chain players of iDE intervention into the Digital platform to be created for micro-merchant under UNCDF project.
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Project Targets, Activities and Achievements:

In this section, the report will emphasis on the project targets and the achievements of this project. This will help to understand the progress of the project from start to end, as well as the overall successful implementation on

Project Targets:

- 1. Recruitment of 100 WSA:** The implementation partner was responsible to recruit 100 WSA in the project locations of iDE Bangladesh. Partner will follow the recruitment process which was promised during the agreement.
- 2. Training and Capacity Development:** The implementation partner was accountable for conducting 8 trainings for each batch meaning 80 trainings of 10 batches to be completed in selected areas of the project.
- 3. Monitoring and Troubleshooting through call-center:** Rural members will have many queries, confusions and questions about the model, project and plans. Partner will provide support through the call center to the WSAs to keep their motivation in entrepreneurship.

4. **Involve Value Chain partners:** Partner will involve their existing partners or develop new partnerships to deliver the products to the WSAs. With which they will expand and continue their business.
5. **Ensure Monthly Sales:** Partner will motivate by developing strategic plans to ensure the sales of the WSA and to ensure their sustainability in the long run. Partner is responsible to conduct Monthly Sales Meeting and Quarterly Progress Review Meetings for reviewing the performance, identify the challenges and to find the possible solutions.

Activities Implemented during the Project

1. **Need Assessment:** Need assessments research has been conducted by iSocial team in Jashore and Rangpur for identifying a suitable and profitable product basket for the WSAs. Most importantly, the product basket will be continuously reviewed for making the basket right for the clients and WSAs. Based on the need assessment, WSA product basket was developed by which they were able to expand their business.
2. **Stakeholder engagement:** Sessions were conducted to mobilize the local influential and relevant stakeholders including Union Chairmen, Secretary, Upazila Women Affairs Officer and respected persons of the community. The main purpose of this workshop was to create the link between the WSA, community and officials.
3. **Selection Workshop:** 6 Selection workshops were conducted in different timeline both in Jashore and Rangpur territory in purpose of the deployment. In selection workshop, interested candidates have been selected on the basis of eligibility criteria which were announced in the promotional campaign, conducted on the day before the selection workshop. Candidates were given brief about the project and the benefits of joining. It has added value on identifying potential candidates.



Photo 1: Selection workshop

4. **Recruitment of 100 WSA:** iSocial successfully recruited 100 WSA in the project locations of iDE Bangladesh which is in **Jashore** and **Rangpur**. The total number of recruitments is 103, where 3 among them dropped out due to financial crisis caused during the lockdown. iSocial onboarded additional 3 WSAs to fill the gaps of the drop outs and also for the successful completion of the project targets.

Following table is the summary of the successful recruitment of WSAs under this project.

Table 2: WSA recruitment status

Territory	Jashore Sadar	Rangpur Sadar
Number of WSA recruited	50	53
Drop out	0	3**
Replacement recruitment		3
Total	103	
Retention Rate	100%	

**3 were recruited in replacement of the drop outs

Below figure is graphical representation of total number of WSA recruitment and drop out in both territories.

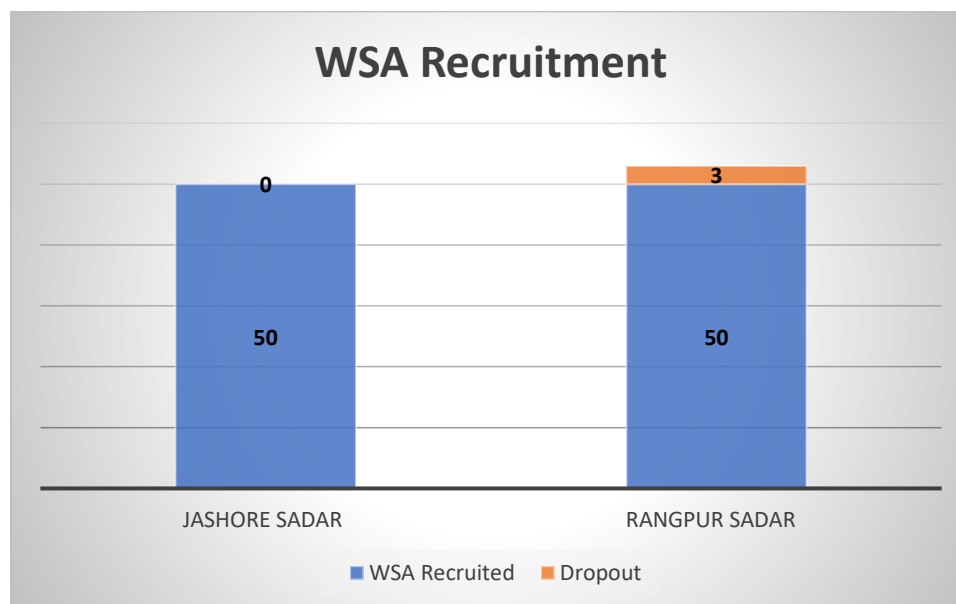


Figure 1: WSA recruitment status

5. **Promotional Campaign:** Leaflet distribution and miking were done to promote the WSA in her community. Through this promotional campaign, WSAs have been introduced to their community, as their new service provider. WSAs have achieved their own identity in the society as a “Social Change Maker” and to some extent it was possible because of these kinds of promotional activities.

6. **Training and Capacity Development:** There are total 10 batches of 100 WSAs, among which 5 batches are from Rangpur Sadar and the rest of the 5 batches are from Jashore Sadar. Each of them has received total 8 trainings on different topics related to business and entrepreneurship. Total 80 trainings have been provided by iSocial from December 2019 and all the sessions were completed by September 2020. A glimpse of training topics is given below in the box.

Table 3: Topics covered in the trainings

Sl.	Training Title	Agenda
1	Inception training	Model Orientation, Business Plan, Profit Projection, Insight Seller, Moodle, Introduction of Health services.
2	Weekly Training 1	Aponjon, Hemoglobin, Sales Pitch on Aponjon and Sanitary napkin.
3	Weekly Training 2	Nagad, Paywell, Gp flexiload
4	Weekly Training 3	Blood group, Pregnancy test, Sales pitch on Soap and Detergent.
5	Weekly Training 4	Diabetics test & sale pitch on Shampoo, Food & beverage
6	Weekly Training 5	Urinary test & sales pitch on Contraceptive pill & Condom
7	Weekly Training 6	Pregnancy test, Sales pitch on Soap and Detergent.
8	Weekly Training 7	MUAC test & sales pitch on 2 FMCG products)

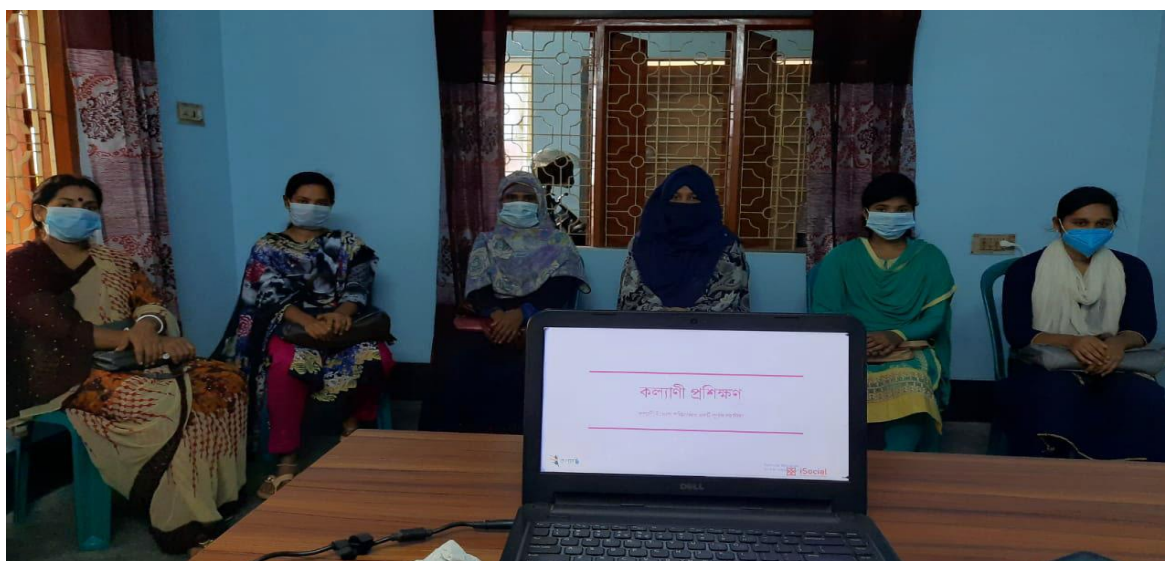


Photo 2: Training of WSA

7. **Create Linkage with Value-Chain Partners:** iSocial has developed partnerships with different value-chain partners based on the product demands of the rural areas. iSocial was already conducting operational activities with some of the renowned companies of Bangladesh, i.e. ARLA, SMC, ACI, Nagad, Bank Asia, Matador and Grameenphone. WSAs are now easily placing orders for different products as per customer demand from different FMCG companies and providing the Digital Services in their community. Community people can easily find different products of different brands nearby their house. These partnerships are helping the WSAs in expanding their business.

8. **Monitoring and Troubleshooting through call-center:** iSocial has very active call -center support through which both WSA and customer can get solutions of their problems or can easily get their answers of any questions just by dialing 16573 and also place order and give requisition for their demanded products through call center.

The call center had its best use during the pandemic. As many WSAs were in state of mental breakdown as their business was dropping down, iSocial maintained regular communication even during the lockdowns to keep the WSAs motivated and to spread the awareness regarding COVID-19.

9. **Ensure Monthly Sales:** The main agenda of the project is to prepare the WSAs as a successful entrepreneur. iSocial has developed different training agenda (*Table3*) on entrepreneurship,



Photo 3: A WSA selling nutrition product to a child

business strategies and different selling strategies to ensure improvement on their sales. Not only in the trainings, iSocial has kept the discussion agenda on the monthly and Quarterly meetings as well. iSocial tried to engage all the WSA in sales by providing various ideas and strategies of sales.

10. **Capture transaction data of the WSA through Shujog:** The word digital is always integrated with iSocial's operations. iSocial has developed the online platform **insight suite+** which has been rebranded as **Shujog**, where the transaction data can be collected and recorded for further future uses. This can help anyone to use the recorded sales data for any analysis as well as the WSAs can also keep their sales track through it and avoid hassles of keeping track in other methods.

Project Achievements

1. **Recruitment of WSA:** iSocial successfully onboarded and successfully kept the WSA motivated to continue their Business. In spite of many ups and down and biggest challenges like COVID-19. iSocial successfully kept the 100% retention rate till the end of the project timeline. Moreover, iSocial will keep working on their sustainability.
2. **Improved Monthly Sales:** The enthusiastic, energetic and keen learners started to move to expand their business soon after their first training completion. They showed keen interest on learning different strategies to be applied on boosting their sales. They even shared their own ideas during the *Monthly Sales Meetings*. iSocial conducted monthly meeting from January 2020- September 2020 with all the batch; however, there were no meeting held on the month April-May 2020 due to country-wide lockdown for COVID-19. The meeting was conducted to review the sales performance of the WSA, to create a discussion environment for everyone so that everyone can understand the process and also different techniques were being taught to boost their sales.

To provide a little idea about the sales state of the WSA, a data table is given below. The below table shows both growth and fall down in the business of the WSA. The reason behind the fall down is mainly for the sudden limitations caused by the COVID-19.



Photo 4: A WSA selling health & hygiene product to a woman at her doorstep

The below table represents the monthly performance of total 100 WSAs (Jashore: 50; Rangpur:50) working under WEESMS project. The table contains monthly avg sales and profit per batch working in Jashore and Rangpur district Batch.

Rangpur											
Monthly Sales (avg)						Monthly Profit (avg)					
	Batch 1	Batch 2	Batch 3	Batch 4	Batch 5		Batch 1	Batch 2	Batch 3	Batch 4	Batch 5
Jan	3120					Jan	1219	984			
Feb	4370	2186				Feb	1751	984			
March	11633	4043				March	2525	1352			
April	5133	3833				April	1532	1190			
Jun	1232	1292	774	870		Jun	471	490	254		
July	4367	4313	2127	2202		July	1290	1324	905	311	
Aug	8064	6050	9587	7717	5918	Aug	1451	1057	1180	774	561
Sept	7946	7810	7058	5441	4992	Sept	1628	1611	1444	1115	1023
Jashore											
Monthly Sales (avg)						Monthly Profit (avg)					
Month	Batch 1	Batch 2	Batch 3	Batch 4	Batch 5	Month	Batch 1	Batch 2	Batch 3	Batch 4	Batch 5
Jan	5777.2					Jan	1,454				
Feb	5103.4	2423				Feb	2,620	1,237			
March	15527.6	4293.5	2354.6			March	3,588	1,452 3			
April	7882.9	3886.3	2486.9			April	2,188	1,410	934		
Jun	3667.1	3331.4	2556.8			Jun	810	944	1,034		
July	6354.5	6087	5402.7			July	1,464	1,178	775		
Aug	5762.8	6927.1	5764	2481.1	2180.6	Aug	1,495	1,583	1,179	762	715
Sept	8731.7	8677.3 2	7220.52	6347.9 2	5561.6 2	Sept	1,772.54	1761.5	1465.76	1115	1129.01

Table 4: Monthly sales vs Profit

The above-mentioned data is recorded from the month of each batch started their sales. For example- Batch 1 of both the territory started their sales from Dec-2019, so the sales data recorded on January 2020. Following that, batch 5 started their sales from August hence the data shown in the table.

If closely noticed, the sales data has been fluctuating throughout the whole timeline. The WSAs were improving and was doing really great on their sales; as the monthly sales of Batch 1 recorded in march- **BDT 15527.6 in Rangpur and BDT 3,588 in Jashore**. But right after this high hit on the sales there was a sudden fall in the business as shown in June, Rangpur Batch 1 has sales of 3667.1 BDT and on the other side sales of Jashore Batch 2 dropped to 810 from 3588 BDT on the same month. The primary reason of the sudden fall in the sales is COVID-19. Countrywide sudden lockdown caused huge breakdown on the WSA business which caused demotivation among the WSAs and also, they had faced many struggles such

as Investment problem or financial crisis in the family, some have faced trouble in convincing customers as well. As many of them were earning through this platform and was able to support her family. The below graph will give the better view of the sales recorded on both Jashore and Rangpur Territory.

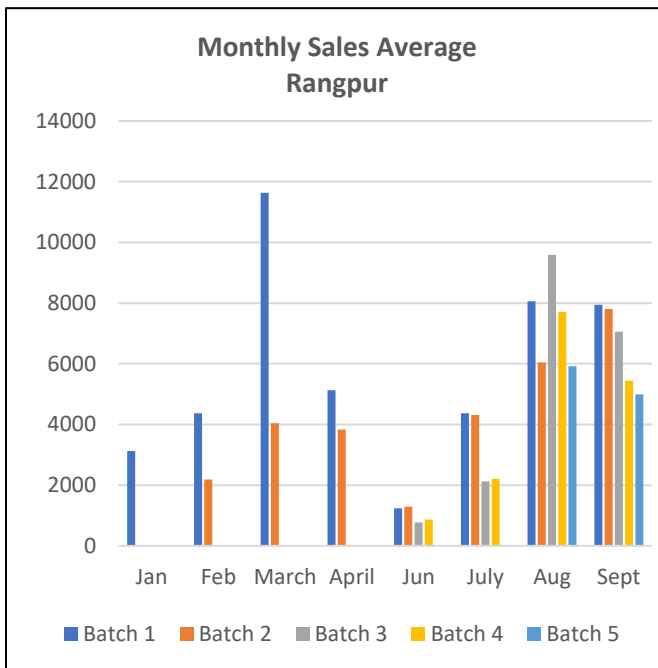


Figure 2: Average sales in Rangpur

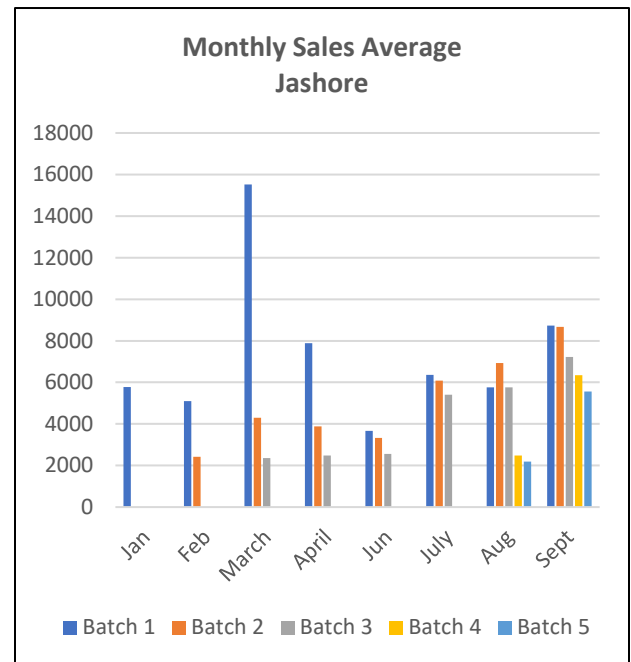


Figure 3: Average sales in Jashore

Above-mentioned data is showing the fall down on WSA monthly sales as well as the improvement which started from the month of July 2020. WSAs started their business with full spirit again after 3 months of lockdown. The recovery in graphs not just represent the improvement of sales but also the headworks of the WSAs and the struggles they have overcome.

Below graphs shows the monthly average profit of the WSAs of Jashore and Rangpur.

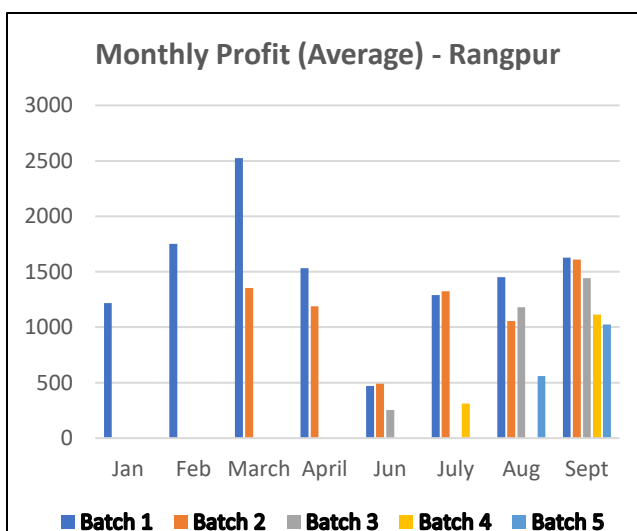


Figure 4: Monthly Average Profit-Rangpur

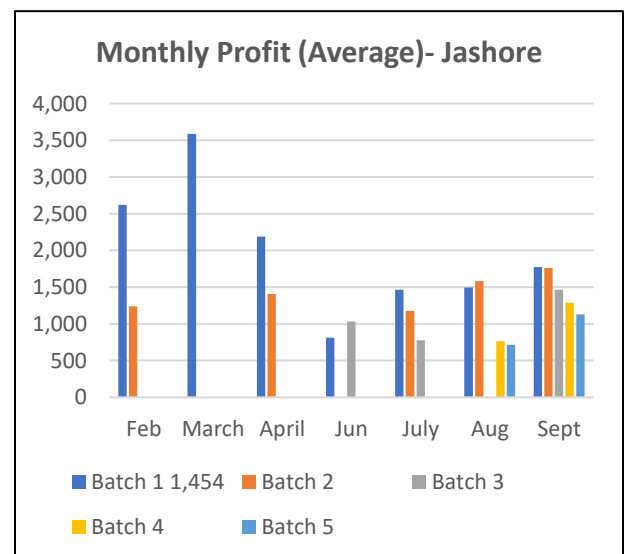


Figure 5: Monthly Average Profit-Jashore

3. **Recovering effects of COVID-19:** The sudden outbreak of Corona Virus had adverse impact in the WSA business and some of them are still recovering the shock. Series of uncertain lockdown caused various struggling issues remarkably delay in product delivery to WSAs, which caused dissatisfaction among customers. On the other side, the negative responses from customers for maintaining social distance caused drop in door to door sales. Which created demotivation among WSAs during the COVID-19 phase. The below graph shows impact on sales during COVID-19. As the pandemic caused financial crisis and had a terrible impact on the WSA business, iSocial developed a donation basket for the most affected ones. The basket was designed considering the fact of both their sales and to support their family in the crisis moment. The donation was distributed among some selected WSAs who were the most vulnerable.

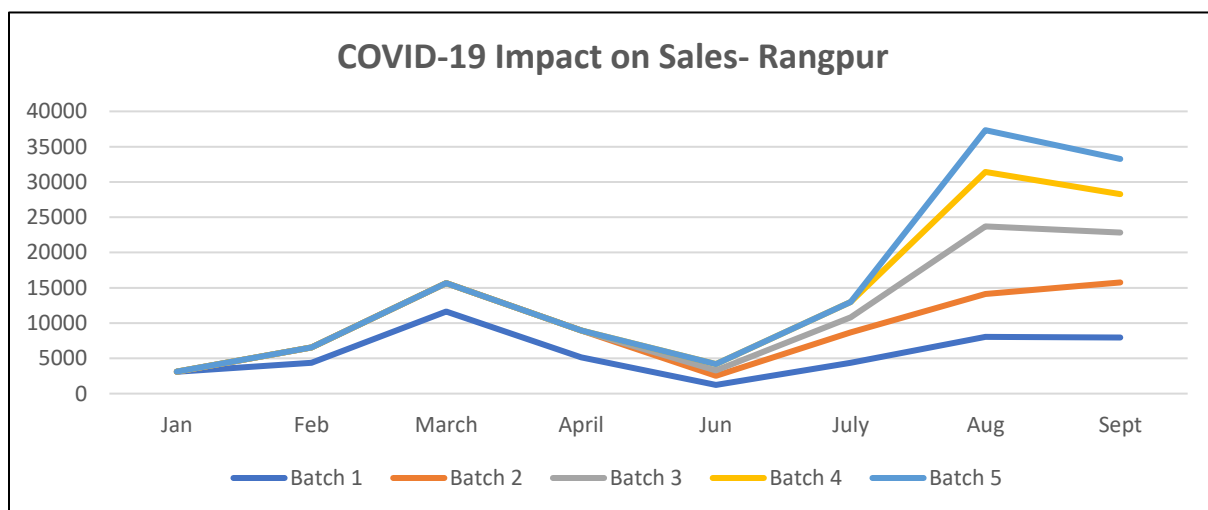


Figure 6: Impact of COVID-19 on sales of WSA

Project Outcomes

If we look at the achievements very closely and review the case studies, the most common picture is the rural women successfully becoming an entrepreneur in their own community. But if we look a little back while starting the journey of this project, there were hundreds of barriers for women living in rural areas. For which the project targeted to work with women entrepreneurs of last mile.

The onboarded WSAs have described about their own struggles in the beginning of their journey. However, the scenario is no longer the same. The views of community people have changed. In a short-term effect, it can be said that the barriers have reduced at present than the past. Community people of WSA has gradually accepted the women entrepreneurs as one of the social changers and supporting them by taking the doorstep services and K-shop services. It's a matter of joy that, the society who denied to accept the women as an entrepreneur are now depending on them more than any other renowned shop

of the market. The WMM are being considered most “*trustworthy*” sources of products and services in their communities.



Photo 5: A group of Successful WSA after completion of their training

On the other side, the WSA has achieved their own identity both in their family and society. They have become successful entrepreneurs around the community as well as the most common name to the community women, children and adolescents. Along with that, she is experienced in technological tools as she is regularly using the “Shujog” app for her transaction. Which has motivated all the WSAs to learn more about digital platforms. During the case studies many have stated, they don’t have to wait for the male members for any kind of cashless transaction (i.e. banking transaction, MFS) as they can do those by their own.

The goal of the project was to make the underprivileged women and adolescents self-dependent and help them to achieve their own identity. Observing the project impact on WSAs life, it shows that their life has changed a lot as well as their families. The biggest contribution of this project is the change observed throughout the journey of the WSAs and their expertise.

A Story of Sharmin

Eblika Akter Sharmin, Rangpur

She is working since March 2020 as a Woman Sale's Agent knowing about the opportunity of working as a Women Entrepreneur. When she first got to know about it, she was interested to get involved in this to be self-reliant. Before getting involved here, she wasn't confident enough to go outside and used to sit idle at home. But, her life has changed now. Her idle times of the day turned out to be very busy schedule after becoming WSA. After the completion of her training she started her business around her community and now she is selling different types of product. Most of the products she buys from iSocial such as Joya, Dano, Soap and Shampoo etc. based on her customer demand. Sharmin said, "I couldn't manage to contribute in my family as I didn't have any earning source, but I always wanted to". She often felt sad for not being able to contribute anything specially during the crisis times. But now she is so happy as she can bear her family expenditure and can support her family when difficulty arises.

The most amazing thing happening to her is- she got a recognition in her community. Everyone in her community recognizes her as, "Sharmin- who works as a women entrepreneur". She believes that's her biggest achievement. Mentioning about her success she added, iSocial is the trustworthy organization which teaches her every way of becoming self-dependent. She learnt all the way of how to become self-reliant and established her identity by doing business using her learnings from the trainings.

The biggest challenge she faced was the pandemic, as there was sudden announcement of lockdown to reduce the spread of COVID-19 in her area soon after she started her business. But the support of her family and community helped her a lot in continuing her business. During the COVID-19, her community member relied on her as she was easy to reach. Which helped her to continue the business a little even though the areas were under lockdown. Before joining as WSA, she and her family faced a lot of difficulties caused due to financial crisis. Since August 2020, her monthly sales crossed 10000 bdt and she started making profit whereas in the month of July she had to struggle in selling products. She stated, Joya is her best-selling product. Women in her community comes to her to buy sanitary napkins. While selling products, she explains her female customers about the use of the sanitary napkins and also provides some tips on staying healthy by using the napkins. Sharmin feels so blessed as her family and everyone in the community supports her. Currently she is leading a better life than earlier.

"I am not working as a Sales Agent only but also working as a change maker for the society as I am breaking the stereotype that woman can't work by staying at home; I am doing business and creating my own network which I started from my home"- Sharmin, WSA, Rangpur

Key Challenges

- COVID-19 caused demotivation among WSAs due to lack of investment for the business.
- Pause in training for long time due to COVID-19 had adverse effect on the WSAs
- Severe flooding during monsoon made it difficult and at times impossible to operate for field staff and WSAs
- Most of the WSAs are selling products by sitting on their shop rather than moving door to door. Which is causing failure to grab the attention of the new customers in the community.
- WSAs were at times unable to convert first time customers to recurring customers. This was due to a many factor such as customer service, delivery time, etc.
- Lack of technological knowledge of customers created hazards for some WSAs, as they had to face trouble in making online payment. Training through call center or any other possible platforms on the uses of MFS is suggested by the WSAs.

- *Attending trainings physically was at times difficult or inconvenient for WSAs. This creates room for remote learning solutions.*
- *WSAs were at times unable to convert first time customers to recurring customers. This was due to a many factor such as customer service, delivery time, etc.*
- *It was difficult to overcome the trust barrier for new households, since unsolicited door-step visits from sales agents is not a mainstream sales approach.*
- *Some WSA are reluctant about initial investment, since they are all new to entrepreneurship.*

Key Learnings

- *The number of trainings should be reduced to lower the pressure on Women Sales Agents. Training plans can be made with one week of interval. For example- After receiving the first week training, a WSA will start working on field on 2nd week and she will identify all the challenges she is facing. On the 3rd week she will come for the 2nd training and also can discuss about her challenges for possible solutions*
- *Relevant training contents can be merged to hold the focus of WSA in a flow. This will help them to relate with their work on field.*
- *Involve male partners in the model. Any male partner of the WSA if gets involved in this model then they both can work together for the progress of the business and can reach out to customer demand. It has been noticed that, some WSA struggles when they have to deliver a plenty number of products or the customer's house is far away, in such situation male partner can help her as well the male partner can help her explore more.*
- *WSAs are somewhat less enthusiastic about selling FMCG products due to the more competitive market and lower margins. They are more interested in MFS service provisions due to high commissions for account registration, i-topup, e-bill and other facilities of MFS.*
- *WSAs feel more comfortable working in groups of two or three, for example during campaigns, due to higher sales. As working in groups helps them to grab the attention of the customer. Also moving with different services at doorsteps enables customer to choose from variety of products.*
- *Customers are more interested to buy health and hygiene products, due to lower availability in rural areas.*
- *WSAs prefer promotional offers to continue smooth selling, for quick customer acquisition.*
- *Frequent contact with iSocial call center or staff increased WSA engagement and performance.*
- *WSAs working with their family support are more willing in continuing business. This was mostly observed during the lockdown. As many WSAs couldn't continue their business due to lack of financial support and also for less movement in the community. 3 of them were dropped out due to financial crisis. On the other hand, some WSAs were able to restart mostly because their family provided mental support to them and some have received financial support as well.*

Sustainability

- *WEESMS WSAs will remain with the Kallyani Network.*
- *Field staff engaged in WEESMS activity will continue supporting WSAs.*

- *Rangpur and Jessore Hubs will remain active.*
- *iSocial is planning to deploy 1800 Kallyanis in Jessore and 1600 Kallyanis in Rangpur by mid-2021.*
- *Product basket will be further enriched with additional products and services including mobile banking services, EMI-based smartphones, etc.*
- *To ensure scalability of network, iSocial will lean into eLearning and leverage an in-house eCommerce platform for growth.*

Recommendations

The section covers further recommendations for this project based on the observations during the implementations. Moving forward, iSocial recommends the following tasks to carry out the successful impact of the project all over the country-

- **Project Webinar:** A day long webinar can be arranged to share the overall project briefing with the relevant parties and organization. This can promote more projects with similar concepts in future with which the expansion of Women Entrepreneur Network is possible.
- **Geographical Expansion:** Spreading the wing of this network can bring fruitful outcomes in the lives of rural women. The expansion can result more effective changes like we have seen in our current project. We can think further to move in other geographical areas with more developed ideas along with the existing.
- **Opportunities for Rural Women:** The rural women have keen interest to become women entrepreneurs. And it is also noticed that, in some households of rural area there are only one smartphone which is used by the household head. And the interested women are lagging behind as they don't have enough communication source, financial support or financial inclusion. iSocial has in plan to add EMI based smartphone in the product basket targeting both women and men.
- **New Partnerships for the expansion:** iSocial- is in continuous process of development of the concept as the organization itself works for women empowerment. With this purpose, iSocial is developing new partnerships such as Robi, Dakbivag, who will help us to bring more developed facilities for the women. iDE can also recommend value-chain partners with whom we can move forward.
- **Presentations, Brochure and Video Vlog:** The project overview along with the results can be prepared in PPT so that we can present it anywhere the concept fits with. Besides, a brochure or short magazine can also help the audience to understand the project goals, achievements and outcomes in near future. Moreover, the experience sharing videos by WSA can be used as a promotional material which can be shared in social media platforms.