



Stakeholder Engagement



Selection Workshop



Training

Final Report_Uddokta Project_iDE



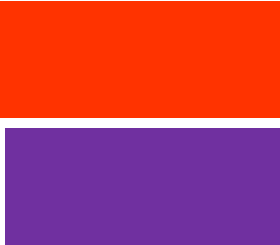
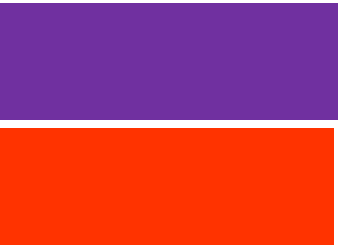
UDDOKTA

Project Completion Report

November 2021



House #26, 3rd Floor, Block G, Road 7, Banani, Dhaka – 1213. Bangladesh



Project Completion REPORT

2021



iSocial

iSocial Limited

House #26, 3rd Floor
Block G, Road 7, Banani
Dhaka – 1213
Bangladesh

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Background:

According to WaterAid, as of 2017, 85.6 million people in Bangladesh – one in two – did not have a proper toilet of their own, and 73 million people used contaminated water. According to the World Bank, in 2018, the eastern areas of Sylhet and Chattogram suffer from significantly higher levels of water contamination than other regions of Bangladesh. However, problems in the Sylhet region are not limited to just sanitation and hygiene. One of the major problems faced by rural communities all over Bangladesh is the mismatch of demand and supply and the bottlenecks in transporting products (i.e. immunity, energy boosters, sanitary napkins, soap, family planning items, ag inputs and machineries etc.).

Both iSocial and iDE will collaborate under the Uddokta Project to pilot a sales agent model in the region of Sylhet by adopting iSocial's scalable Kallyani model. iSocial plans to recruit, train, and deploy 50 women entrepreneurs under the Kallyani model as Women Sales Agents (WSAs) in 6 unions of Sylhet Sadar and Nabiganj (locations to be further determined based on feasibility) for 6 months. This pilot will attempt to improve the lives of the local community by providing a range of products mainly related to household consumer goods and sanitation as well as increasing access to financial services, e-commerce platforms and agricultural production inputs and practices. Since iSocial does not have any active hubs in the Sylhet region, the Uddokta project will assist iSocial with the expansion of the Kallyani network in the area. As a result, this will not only benefit the rural community and product providers/suppliers but also empower the women in the area by granting them financial freedom as WSAs and financially included through the provision of digital financial services. The service agreement has 5 major components which are: A) Network Setup, B) Training, C) Access to finance, D) Mentoring and Monitoring, and E) Kallyani Shop Branding.

Objective:

“Uddokta Project” attempts to improve the lives of the local community by providing Water Sanitation and Hygiene (WASH) products, as well as support local farmers and ag input providers while empowering women by providing them a channel for sustainable income.

Following the project, iSocial has started to carry out this project in selected Upazila of Sylhet. As a part of the project activity, iSocial has conducted a quick needs assessment survey in the project area to understand the demand, variability and sustainability of the business model.

About the Uddokta Project:

Uddokta- empowering entrepreneurs is a partnership between Chevron and iDE Bangladesh. The project, through a market-based approach, will seek to identify and support 1,100 enterprises to start or grow their businesses and achieve profitability. Through the systemic market change that they trigger, an anticipated 37,125 household members will benefit from increased incomes as a result of improved access to the goods and services that these enterprises will bring. iDE will apply a market-facilitation approach that aims for private-sector led promotion and sustained adoption of beneficial products, services and behaviors by communities and households in the target markets - which will ultimately lead to increased incomes. The project has two overarching goals: the first goal is to increase household incomes in a nine Union catchment area in the Sylhet region through improved access by targeted communities to a variety of market- based inputs and services. This goal is complemented by the second goal of the project which seeks to further strengthen Chevron's relationship with the beneficiaries and create sustainable impact in the community directly attributable to Chevron's investment through the project.

Actual Project Period



February

We finalized the contract

Conducted Need Assessment &
Set up iSocial hub office

March

April

Due to lock down, could
not work during this month.

May

Due to lock down, could
not work during this month.

June

Conducted Stakeholder
Engagement and Selection
Workshop.

July

WSA enrollment, data
collection, home visit.

Actual Activity Timeline



August

Conducted 4 days long training.

Door to Door Sales, Shop Branding.

September

October

Shop Branding, Yard Session, Sales.

November

Refresher Training, Branding, Sales.

December

Final Reporting.

Project target & result at a glance:

Need Assessment Survey:

We conducted a quick need assessment where we had been able to observe the situation and preferences of customers and farmers. Despite the fact that the sample was not statistically representative, the findings may be consistent with larger baseline and other periodic studies.

The study had been helpful to identify a prospective product basket as well as understanding the general customer dynamics of our designated areas.

Most importantly, it helped us in making process and influencing factors for our end customers. Furthermore, It helped us in the areas of decision making of stock management and logistics.



Photo 1: Need Assessment

Hub Setup:

We established our local hub with the help of Shimantik, a local renowned NGO, who was helping us in field implementation. Since Shimantik was helping iSocial as a hub franchise, so as per the hub franchise's agreement we used their local office as our hub operation office.

Stakeholder Engagement:

As a part of the project introduction, we conducted stakeholder engagement one in Sylhet Sador, and another one is in Nabigonj.

Sessions were conducted to mobilize the local influential and relevant stakeholders including Union Chairmen, Secretary, Upazila Women Affairs Officer, Upozila Youth Development Officer, Upozila Agri Officer, Upozila Nirbahi Officer and respected persons of the community.

The main purpose of this workshop was to create the link between the WSA, community and officials.



Photo 2: Stakeholder Engagement

Promotional Campaign:

Through this promotional campaign, we introduced WSA model to the community, as their new service provider. It helped WSA to build new identity in the society as a “Social Change Maker” and to some extent it was possible because of these kinds of promotional activities. As a part of promotion campaign, we conducted sticker campaign and leaflet distribution & yard session to their community.



Photo 3: Promotional Campaign



Selection Workshop:

iSocial has hosted three selection workshops under “Uddokta Project”. The workshops were organized in the two selected project areas – Sylhet Sadar Upazila under Sylhet district & Nabiganj Upazila under Habiganj District.

The main objective of the workshops is to select potential WSA under Uddokta project who will be working as Women Entrepreneurs in their community by delivering products and services.



WSA were selected on the basis of eligibility criteria

which were announced in the promotional campaign, conducted before the selection workshop. Candidates were given a brief about the project and the benefits of joining. It had added value on identifying potential candidates.



Photo: Selection Workshop

WSA Training Conduction:

iSocial has conducted 4-day long face to face training under the “Uddokta Project”. The training was conducted in both the territory – Sylhet Sadar Upazila under Sylhet district & Nabiganj Upazila under Habiganj District of this project. The main purpose of the training was to provide a brief idea on the role under this project, skill development through hands-on practice of digital apps, to grow entrepreneurship mindset and make behavioral change as a sales agent.



The total number of recruitments is 50, where 10 among them dropped out due to family issue. iSocial onboarded additional 10 WSAs to fill the gaps of the drop outs and also for the successful completion of the project targets.



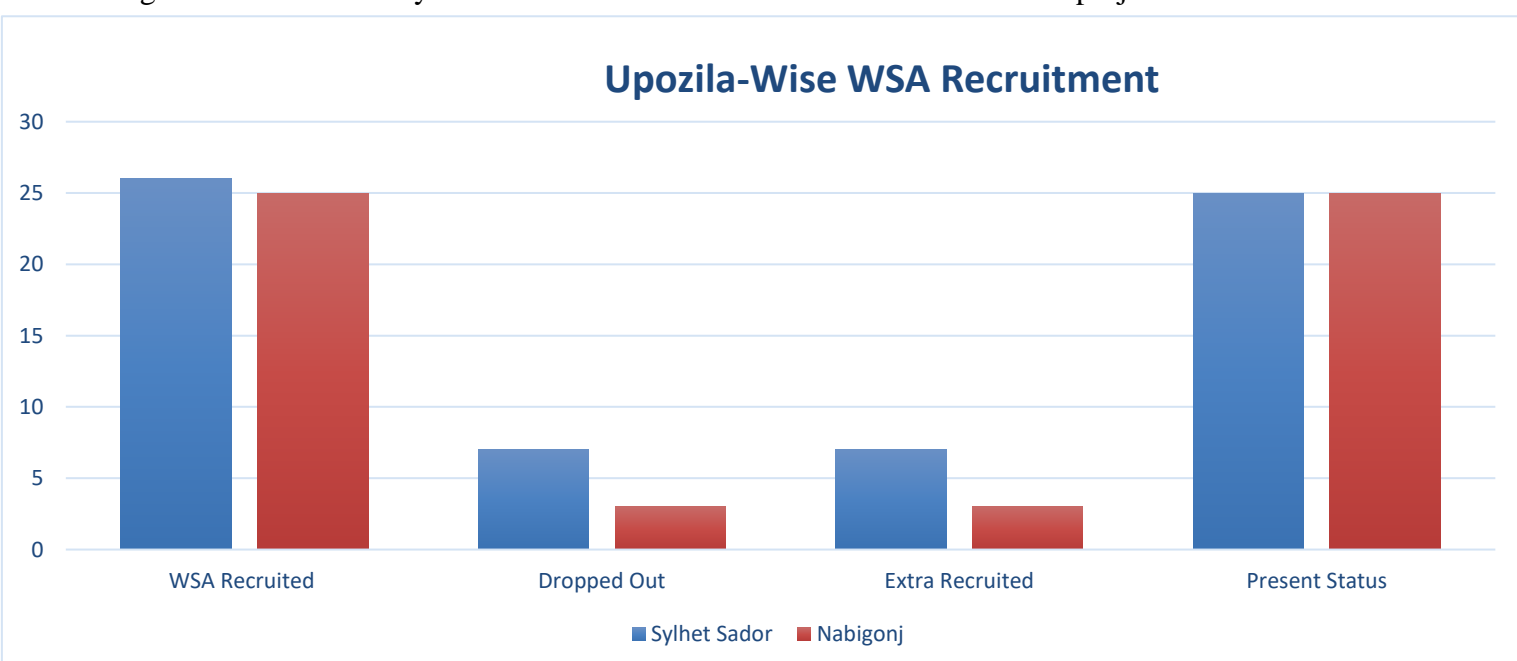
Training Agenda:

Training Day	Training Topic	Mode of Session	Expected Outcome
Day-1	Basic: Introduction to Uddokta project, iSocial and iDE. Entrepreneurship- key points Journey as WSA, Challenges & Mitigation mechanisms	Classroom Session through PPT, Game session and participatory activities	Get ideas on the project objective, identify their roles as WSA in their community as well as an Entrepreneur.
Day-2	<i>Introduction to Product Basket, digital platform: "Shujog", portfolio categorization, basic uses of shujog (data entry, customer add, live order through app etc.), Introduction to Bank Asia A-Card service.</i>	<i>Classroom Session with smart phone & internet, different participatory activities</i>	<i>Smooth transformation and onboarding in digital platform, data tracking practices & enhance knowledge in product basket selection</i>
Day-3	<i>Introduction to Sales Mechanisms, Sales pitch, product prices & profit rates, customer relationship management, profit calculation, sales through Court Yard Session.</i>	<i>1st half session in the room. 2nd half session was in practical in field- Court Yard Session</i>	To provide practical scenarios of field through Court Yard Session with original sales; To make the WSAs prepare for their journey as Sales Agent & help them to reduce the hesitation in their work.
Day-4	<i>Review of the last 3-day training, discussion on challenges and possible mitigations, Courtyard Session Review- challenges & new ideas.</i>	<i>Classroom Session</i>	<i>To keep them aware about their roles as WSA in their community as well as an "Entrepreneur".</i>

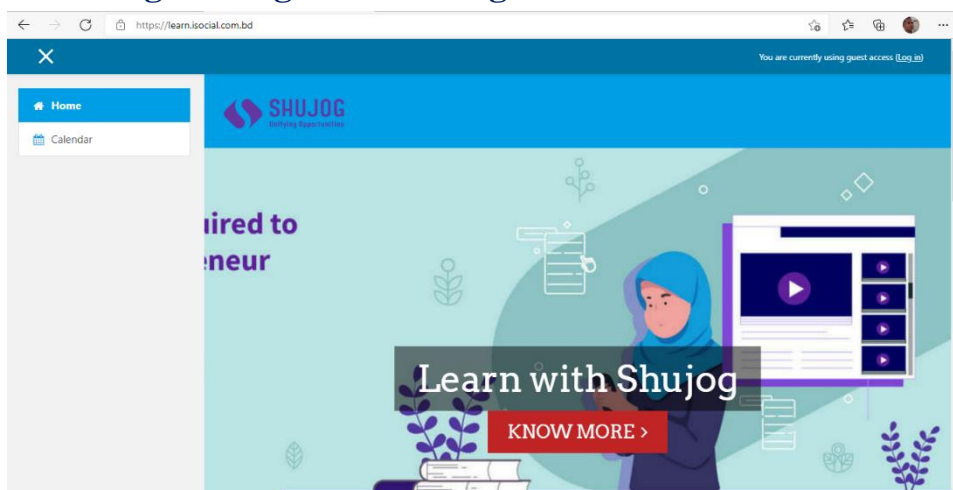
Training Timeline:

Sl.	Training Date	Upazila	District	Total Participants
1	11th Aug'21- 15th Aug'21	Nabiganj	Habiganj	25
2	11th Aug'21- 15th Aug'21	Sylhet Sadar	Sylhet	26
Total Number of Participants				51

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



Training Through E-Learning Platform:



iSocial has designed an online platform called Shujog Learn, which has been designed to provide training through video tutorials and online chat.

The platform is still in the development phase, but the video we will show through this platform is ready, which we already presented on the face-to-face training.

This platform will help our agents to enhance their capability and productivity also will increase their level of technological skills.

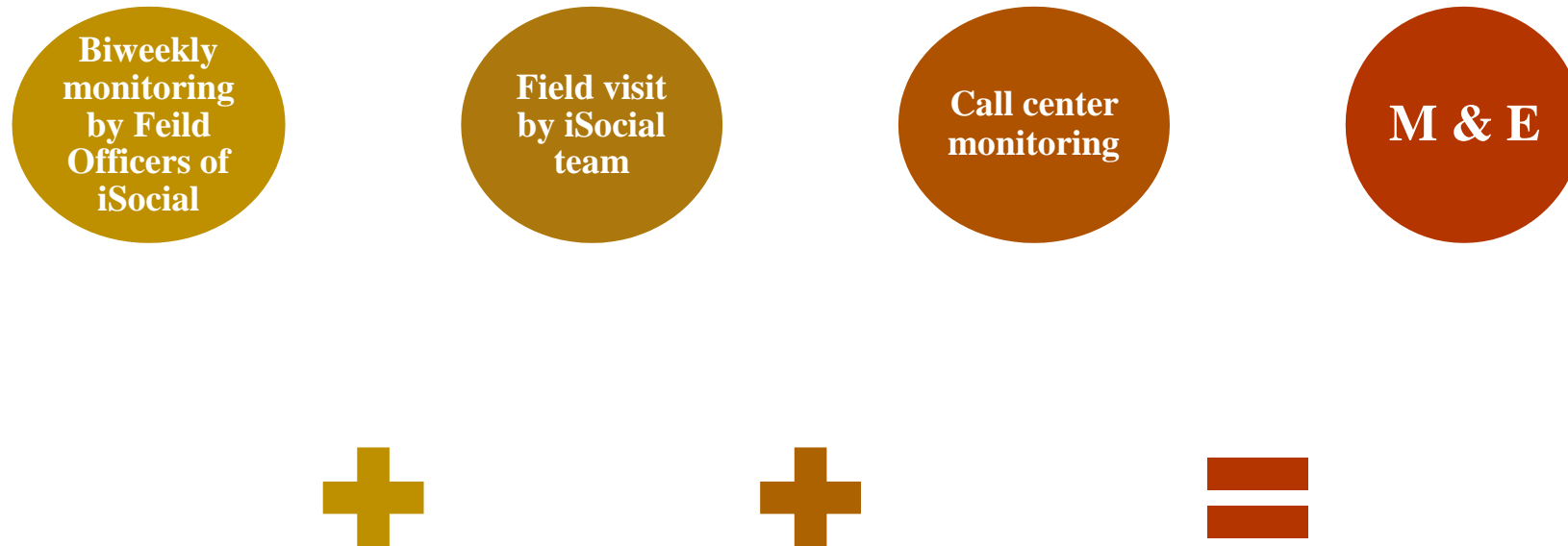
K-Shop Branding:

Bank Asia A-Card Opening: Refresher Training:

Detail work plan and timeline:

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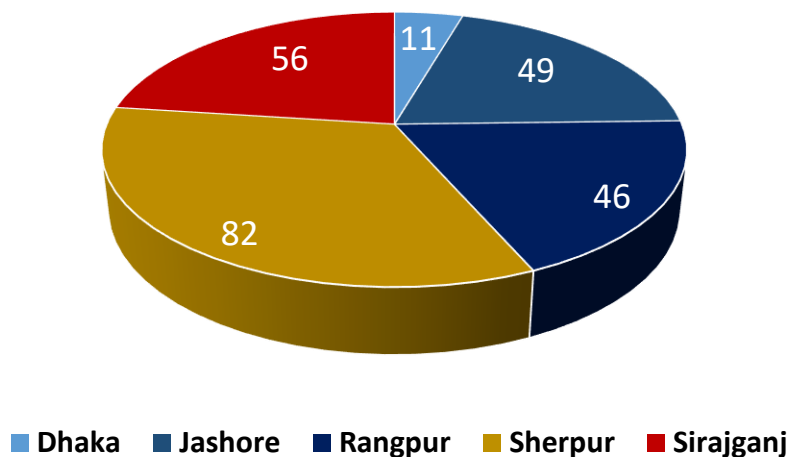
Monitoring and Evaluation:



Training Conduction:

iSocial had organized training of Kallyanis for implementing the project activities properly. They had received training on nutrition benefit, *Bhalo Khabo Bhalo Thakbo* campaign, how to encourage and make adolescents understand the benefit of having nutritious food. Due to COVID restrictions, Kallyanis received training on distance learning mode via Zoom platform.

A total of 244 Kallyanis were trained (See figure 1 below).



After these activities, Kallyanis provided a Nutrition Basket to the non-school going adolescents containing nutritional products like vegetable seeds, fortified biscuits, nuts, apples to ensure that the nutritional benefits are sustainable. These baskets also contained safety equipment for COVID-19 such as masks and sanitizers.

iSocial HQ collected all the pledges and enter the data, then hand it over to GAIN.

Findings:

Major outcome:

A total of 8120 non-school going adolescents could understand about the nutritional benefit and they took pledges for consuming nutritious foods in future. This means that their family also got the message to have nutritious food and awareness was created in a large community.

Findings from field visit:

iScoal team had visited to Jashore to monitor the activities and adolescent's behavioural change. From that visit, we could understand that rural people were not aware about malnutrition and its effect. After this campaign, they could understand the importance of having good food for the wellbeing of the adolescent's life. Non-school going adolescents were also influenced to get nutritious food for their future.

Findings from workshop:

From 3 area- Sirajganj, Sherpur and Jashore participants joined and shared how healthy food changing their life style gradually. As they didn't know the value of eating nutritious food, they used to eat junk food like coke, chips, road side unhealthy food etc. Eventually, they felt sick sometimes and couldn't save money. But after changing the food habit, they are more active and healthy now. Now they have realized for body building, intelligence, body growth and depletion and disease prevention healthy food habit is required. Moreover, during infancy, childhood, adolescence, pregnancy, lactation and puberty, it is necessary to take special, moderate and safe food. Eating too much or too little or unsafe food can cause malnutrition.

Through the nutrition awareness session, they have got to know how nutritious food works. As mentioned in the session- nutrition is the process by which food is digested and absorbed, providing heat and energy to the body, enlarging the body, keeping it free from disease, replenishing and helping to maintain good health. There are many types of food in the world. All these nutrients keep the health of everyone big and small good and help in physical growth.

The major impacts were, they have developed sustainable nutrition habits and make nutrition information available to out-of-school adolescents, now they can identify deficits in the nutritional value chain.

Challenges: The major challenge to implement this project was COVID19 strict restrictions. From the very beginning of the project, there was lockdown and lastly from July it was a rather difficult lockdown Bangladesh ever faced. Some Kallyanis were not ready to collect pledge during the strict lockdown in July, but we managed them to work efficiently by letting them know about their benefit.

Despite having these issues, iSocial could finish all the targets successfully on time with the contingency plans and strategies.

Conclusion:

To conclude, it is our duty to keep the awareness in the society so that no baby dies because of malnutrition, no mother die because of not maintaining healthy lifestyle. We as a country should realize the importance of “Bhalo khabo, Bhalo thakbo”.

Notwithstanding the unprecedented disruption caused by COVID-19, by the end of July 2021, 8120 Bangladeshi non-school going adolescent boys and girls had pledged their pocket money towards eating healthier snacks. Thus, we need to maintain this and sustain our plan for our next phases of awareness programme.

Annex

Project Heat map:

Status- Red (0 to <50%), Yellow (50%-90%), Green (>90%)

	End of Project	Progress 2021								%
Activity	Targets	Jan	Feb	Mar	Apr	May	Jun	July	Total Progress	Cumulative Status
Kallyani Onboarding & Training	300			93	31			120	244	81%
Promotional Material Preparation & Distribution	8000				5000			3500	8500	106%
Identifying Non-School-Going Adolescents	8000				1751	1666	1083	3620	8120	102%
Pledge Collection	8000				1751	1666	1083	3620	8120	102%
Data Entry	8000				1751	1666	1083	3620	8120	102%
Reporting	6				1	1	2	2	6	100%
Weekly meeting	24	4	4	4	4	3	1	2	22	92%
Workshop	3							3	3	100%