

Facilitate Entrepreneurship Development Service (EDS) for Micro Small and Medium Enterprises (MSME) by using ICT tools and Learning Programs

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www.sme.com.bd

Introduction of BIID

BIID is a private sector initiative that offers a range of services aimed at development and promotion of ICT based information and services market in Bangladesh

It's distinction lies in clear understanding of issues & opportunities to benefit the poor with the use of ICTs and consider local dynamics

Inclusive Business

BIID envisions in becoming a reliable and leading enterprise offering strategic planning, implementation assistance and consulting services to public, private and other initiatives in ICT based services market

BIID's key strategy is to ensure *Making ICT works for poor* as an effective tool & cross cutting issue. And build on the existing system and available as well as emerging technologies and potential users

Partners and Services of BIID



www.ekrishok.com



Farmbook

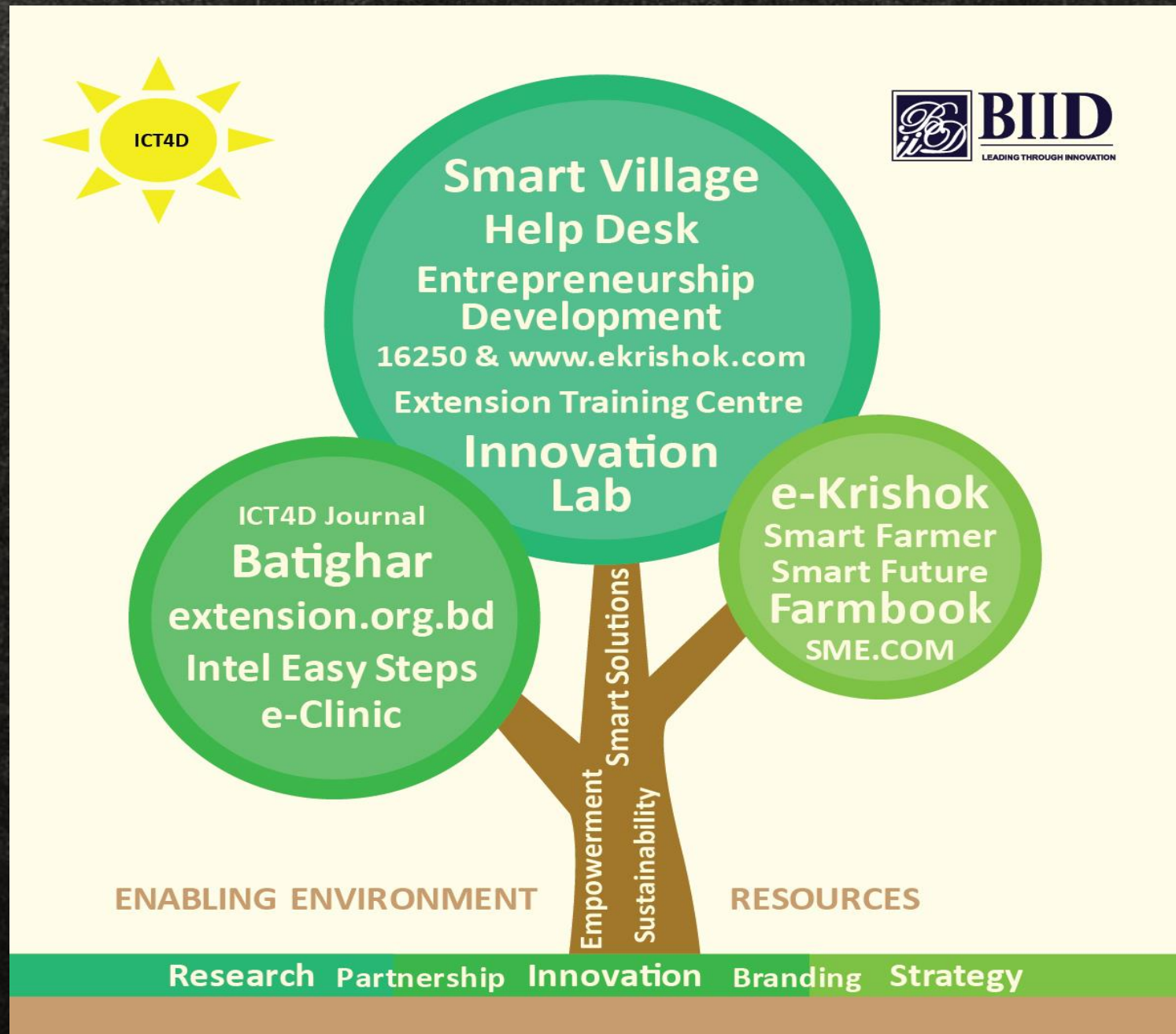


Proudly Bangladesh

www.sme.com.bd



BIID Service Tree and Structure



BIID initiatives in Entrepreneurship Development



www.sme.com.bd

Online platform for MSMEs

Intel® Easy Steps

ICT based entrepreneurship

innova

Incubation for young entrepreneurs

Farmbook

ICT enabled Business Planning (EAS*)

Solution for Farmers and Agri-businesses



EDS/BDS Services for ALL

* EAS - Extension Advisory Services

Targeting rural
youth is BIID's
primary focus with
360 degree solution



“ব্যবসা পরিকল্পনা, সম্ভাবনা, ঝুঁকি, মূলধন,
ঋণ, বিপন্ন প্রভৃতি বিষয়ে পরামর্শ পেতে চাই”

আপনার মত তরুণ উদ্যোক্তারা সব ধরনের ব্যবসায়িক
তথ্য ও পরামর্শের জন্য যোগাযোগ করুন:-

“এসএমই ইউনিট”

বাংলাদেশ ইনস্টিটিউট অফ আইসিটি ইন ডেভেলপমেন্ট (বিআইআইডি)

বাড়ি নং-বি ১৬৫, রোড নং-২৩, মহাখালি ডিওএইচএস, ঢাকা।

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সহযোগীতায়:



A brand new initiative from BIID and YPARD

YPARD BIID



**ENTREPRENEURSHIP
DEVELOPMENT
PROGRAM**

do you have
an idea? think it.

PITCH YOUR
BUSINESS IDEA!!

GET MENTORING
TO EXPLORE IT



6 months cycle

IDEA SUBMISSION

1. This Entrepreneurship Development Program will host 20 best ideas for 6 months and then they will be ready to access in financing to get start with their business journey. All the entrepreneurs will be mentored for next 1 years
2. Best ideas will be incubated for first 6 months where he/she will be under taken different capacity development event like workshop on business proposal writing, presenting their proposal, networking capacity, writing skills as dissemination tool.



6 months cycle

REGISTER YOUR MEMBERSHIP BY SCANNING THIS QR CODE OR FOLLOW THE PROCEDURE.



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**YOUNG PROFESSIONALS FOR AGRICULTURAL
DEVELOPMENT (YPARD) BANGLADESH**

YPARD GLOBAL COORDINATION UNIT
HOSTED BY THE GFAR SECRETARIAT
O/D FOOD AND AGRICULTURE ORGANIZATION OF
THE UNITED NATIONS
WEBSITE: WWW.YPARD.NET
FACEBOOK PAGE, GLOBAL
FACEBOOK PAGE, BANGLADESH:
EMAIL: YPARDBD@GMAIL.COM; INFO@YPARD.NET




Case 1: Online Platform for MSMEs



www.sme.com.bd, an online platform for advisory and business development information service including legal advice and access to finance. A help desk at back end facilitate support services.

Service Basket under SME Portal

1. Online information repository on Business / Entrepreneurship Development Services (B/EDS) the following issues –
 - i. Legal information;
 - ii. Access to Finance;
 - iii. Help Desk for business planning, feasibility assessment and link to financial institutes;
 - iv. Market Place
2. Training on business planning and financial literacy;
3. Network of entrepreneurs for experience sharing
4. Advocacy and promote ICT based EDS platforms
5. An inclusive platform for entrepreneurs

Intel® Easy Steps

ICT Skill for youth to create job opportunity and self employment

- BIID and Intel signed an MoU in 2012 to introduce The Intel® Easy Steps (IES) program in Bangladesh
- IES offers adult learners the opportunity for enhanced social and economic self sufficiency through digital literacy in rural communities specially targeting the women, unemployed youth, and other underserved populations.
- Jointly with APTN, BIID offered scholarship for 300 women and girls for IES training
- BIID offered ToT for 45 Master Trainers and 2000 plus trainees received IES training
- Exploring to endorse the IES course by the relevant government department

Women are primary target groups



বিনাইদহের কালীগঞ্জে মেয়েদের তথ্য ও যোগাযোগ প্রযুক্তিতে দক্ষতা অর্জনে কম্পিউটার প্রশিক্ষণের একটি মুহূর্ত। ছবিটি তোলা সেশনের প্রথম দিন ২৮/১২/১৩

Training at rural ICT
centers

Master Trainer Program
jointly BIID and Intel



Service Basket under IES

1. Customized IES module (In Bengali Version)
2. Training on ICT and business skills
3. Localized references (Cases)
4. Mentoring support for the selected IES participants
5. Offer scholarship for underprivileged youth women groups (with support from TCF/APTN)
6. Facilitate Business / Entrepreneurship Development Services (B/EDS)
7. Developing a business model to scale up

Why ICT centric youth entrepreneurship important?

- 18% of global population (age group 15-24)
- 35% of Bangladesh population are youth
- Youth are vibrant, dynamic and ICT adopter
- Future leaders and workforce
- Engage in different social and voluntary works
- Poverty and unemployment leading to engage the youth communities in unethical activities and social unrest
- Transformation of local economy through ICT
- Contribution to the economy with innovation

BIID Services for MSMEs ... Contd.

6. Facilitate partnership with relevant organizations and associations;
7. Develop learning materials (Fact Sheets);
8. Promote ICT based micro enterprises for women (IES Module);
9. Connect the entrepreneurs to the online information resources through www.sme.com.bd
10. Offer Help Desk (Voice call & SMS notification) for *Advisory Services* on different value added services for the youth entrepreneurs;
11. Facilitate incubation support for the potential entrepreneurs



Major Challenges in Entrepreneurship

Demand Side

- Lack of commitment of youth (Interest in short term gains, not on long term benefits)
- Social behavior to 'business' is negative
- Understanding and capacity of the micro and small entrepreneurs / businesses
- Readiness of HR (Psychological, Academic and Business Skill)
- Low awareness on skill development (soft and technical)
- Low use of ICT as a business management tool
- Perception about women in business is not promising

Major Challenges in Entrepreneurship

Supply Side

- Service providers approach towards micro/ small business
- Low use of ICT tools to deliver services
- Complex and lengthy legal process
- Gap between policy and implementation strategy (on entrepreneurship development)
- Low awareness and motivation of stakeholders
- Availability of relevant B/EDS like access to finance, QC guidelines, mentoring, market linkage, financial literacy etc.
- Demand and availability of relevant quality training program on business skills

Results and Impact

- Approximately 2,500 young entrepreneurs trained at local level on various business skills
- 5,000 farmers trained on Farmbook skill sets
- 15,000 users availed access to finance related information through online platform
- 3,000 students attends various workshops and seminars on entrepreneurship
- 2,000 plus IES participants
- 5 Advocacy workshops organized with policy makers on financial inclusion and B/EDS

Introducing “Smart Women”

Next generation entrepreneurs



Key features

- Build on the experiences of IES and other BIID initiatives
- Increase ICT skills of women
- Targeting women groups
- Multi Stakeholder Partnership strategy
- Focusing in rural areas and relevant businesses
- Facilitate 360 degree ICT solution (From idea generation to business planning, from access to finance to mentoring)
- Branding and Marketing the Smart Women members

Thank You

For any query, please contact

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