



CONNECTING AGRIPRENEURS IN MOHESHKHALI WITH THE REST OF THE COUNTRY/ IOM2018

DIGITAL ISLAND MOHESHKHALI: POVERTY REDUCTION THROUGH E-COMMERCE

A driving factor of large-scale irregular migration from Moheshkhali island is poverty and lack of livelihood opportunities for people. Over half of the migrants from this region were aged 20 – 29 years, youths with many years of productive potential. Due to the high salinity in the area, communities can only grow salinity-resilient cash crops, mainly betel leaf, fish, dry fish and salt. These farmers lack market access as well as information on market prices which makes them vulnerable to exploitation by middlemen.

To address this, IOM and the Ministry of Agriculture will provide farmers with training on the use of ICT and e-commerce platforms to get real-time price information and access to markets. An Agriculture Information and Communication Center has been established to provide IT facilities and awareness raising workshops and trainings. Selected local youth will be trained as entrepreneurs to run this e-business centre to support farmers and e-commerce platforms.

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Duration: August 2017 – July 2019
Donor: Korea Telecom, Korea International Cooperation Agency (KOICA),
Partners: Amar Desh Amar Gram
Government Partner: ICT Ministry, Ministry of Agriculture
Locations: Bangladesh, Cox's Bazar District
Beneficiaries: 321,218 inhabitants of the Moheshkhali Island

Objective:

To improve the conditions of farmers by increasing the price they can fetch for their crops through inclusive business opportunities and innovative e-commerce business models.

Outcome 1:

Increase market access for farmers through E-commerce platform.

Outcome 2:

Create business opportunity and enhance capacity of beneficiaries through awareness building and marketing. Trainings on e-commerce, basic business and finance.

Outcome 3:

Improve agricultural product quality by enhancing access to information and capacity building