

Promotion of ‘Anondomela’, an online marketplace for SME entrepreneurs under UNDP WING Project

United Nations Development Programme (UNDP) with assistance from a2i project; launched Anondomela, an online business platform in April 2020, for responding to the COVID-19 crises. During the lock down period Anondomela provided the opportunity to many entrepreneurs to continue their business activities and survive. Though the platform includes both male and female entrepreneurs, a significant number of women entrepreneurs (around 80%) are doing their online business through this platform.

Bangladesh has approximately seven million small and medium enterprises (SMEs) that employ nearly 25 million people, as per government statistics. The prolonged COVID-19 pandemic has created the barriers for women entrepreneurs in the country. A survey shows that 65% of women entrepreneurs had no income, while 56% of women had no jobs during the February-June 2020 phase of the pandemic. A third of women entrepreneurs were forced to shut down their businesses while 41% had to lay off workers.

Anondomela initiative focused on achieving sustainable improvements in income of women entrepreneurs and economic security at a local level with more women having wider access to local economic opportunities, private and public financial services as well as income-generating activities.

BCCP provides support in creating awareness and to help bringing more customers for Anondomela entrepreneurs into the online marketplace. As part of this, the team has developed and implemented a national level campaign focusing on mass media and social media campaign with the specific objectives to -

- Educate the CMSME entrepreneurs about Anondomela initiative and make it an economic solution for the marginalized entrepreneurs who are hit hard by COVID.
- Promote Anondomela in urban and rural setting so that the people are interested to buy SME products from Anondomela.
- Benefit CMSME women entrepreneurs and women led CMSMEs with a fully facilitated online marketplace

Campaign to create mass awareness

- TV Campaign: BCCP conducted an integrated mass media campaign comprises of different media like TV, radio and press. BCCP had developed a TVC with the objective to promote the Anondomela marketplace to both the buyer and seller community as well as to the general people. The TVC was aired focusing the special occasion of Pohela Boishak and Eid ul Fitre in 5 channels- Independent TV, Somoy TV, Channel 24, NTV and ATN Bangla. BCCP has also posted and boosted this TVC in different social media platforms.



BCCP has planned, recorded and aired a total of 4 TV talk shows on 2 prominent satellite channels – DBC news and Somoy TV. The relevant market actors, market leaders of e-commerce industry, economists, popular and successful entrepreneurs and UNDP professionals participated in the Talk shows as guest.

- Radio Campaign: BCCP has developed and aired an RDC in FM radio channels to create mass awareness among the target audience. The campaign was conducted in 2 FM radio channels- radio Today and Radio foori.



A special live radio talk show has been aired in the most popular FM channel – Radio Today. Mr, Kajal Chatterjee, National Project Manager, UNDP-WING Project and Ms. Mehrin, popular singer participated in this live talk show. Along with radio today, the talk show was live telecasted at Anondomela FB page and UNDP Facebook page.

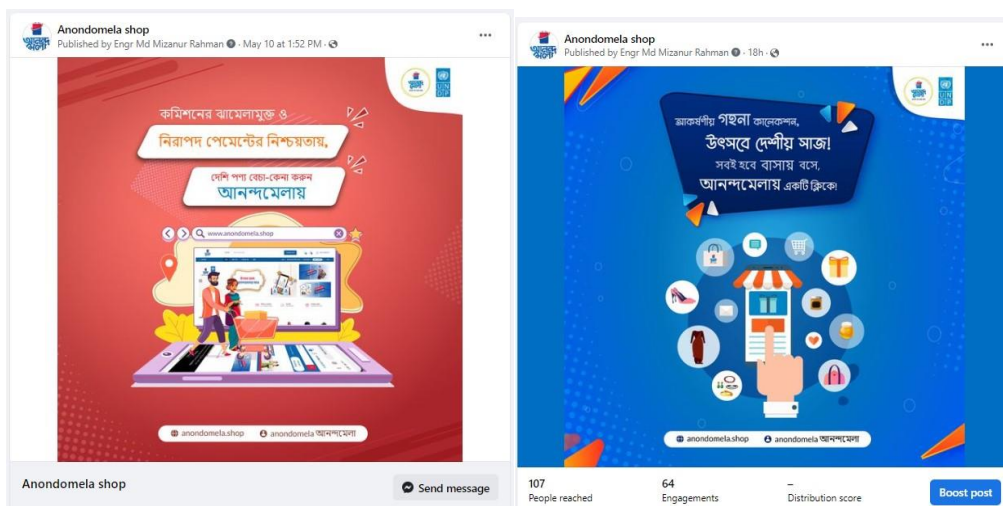
- Press Media: BCCP continuously communicated and mentored the journalists to use the print media to promote the UNDP marketplace by covering news, and interviews of related stakeholders. This mentoring supported publishing of regular news, success stories, investigative news, and interviews through effective storytelling to audiences on the UNDP marketplace. A total of eight exclusive news/success stories and one special interview of UNDP RR has been published by some prominent Dailies of Bangladesh. The leading Dailies are- The Financial Express, The observer, Kaler Kantha, The Jonokantha, Sangbad, The Business Post and The Daily Sun. The special

interview of UNDP RR has been published on the most popular and highly circulated Daily- The Prothom Alo.



Social media campaign

BCCP conducted a social media campaign considering the rising demand and popularity of different social media. BCCP has developed, posted and boosted different social media contents targeting different occasions, festivals and issues to create awareness regarding Anondomela among the target audiences. Most of the social contents has been posted and boosted in Anondomela Facebook page, facebook group and UNDP website. The contents were developed focusing mostly to promote the Trade fair 2022, to celebrate and promote different occasions like- valentine’s day, pohela falgun, pohela boishak, eid ul fitre, eid ul azha, independence day Anondomela mobile app, products and website.



Other important initiatives

- Development of video tutorial: BCCP has developed a video tutorial about the buying and selling process from website and mobile app. It was a training material which will be used to train the entrepreneurs of Anondomela on the registration process, process to upload their product effectively and also the selling and buying process.
- Development one documentary video: BCCP has also developed a documentary video to portray the inception, objective and journey of Anondomela.
- Production and dissemination of different IEC and promotional materials: BCCP has developed and disseminated different types of IEC and promotional materials like poster, sticker, branded bag, branded coffee mug to promote Anondomela with different target audience group. The materials contain the detail description, benefits, buying and selling process etc. to create awareness and demand for Anondomela.

Communication, campaign, and media advocacy itself can be a strong instrument to make a difference in promoting an e-commerce platform like – Anondomela. To sustain the change, this type of intervention should be conducted under a strategic communication plan, which should be implemented as a continuous learning process. With expertise in communication, BCCP foresees a bright future for this program.