



Teleuse at the Asian BoP

InfoDev Global Forum

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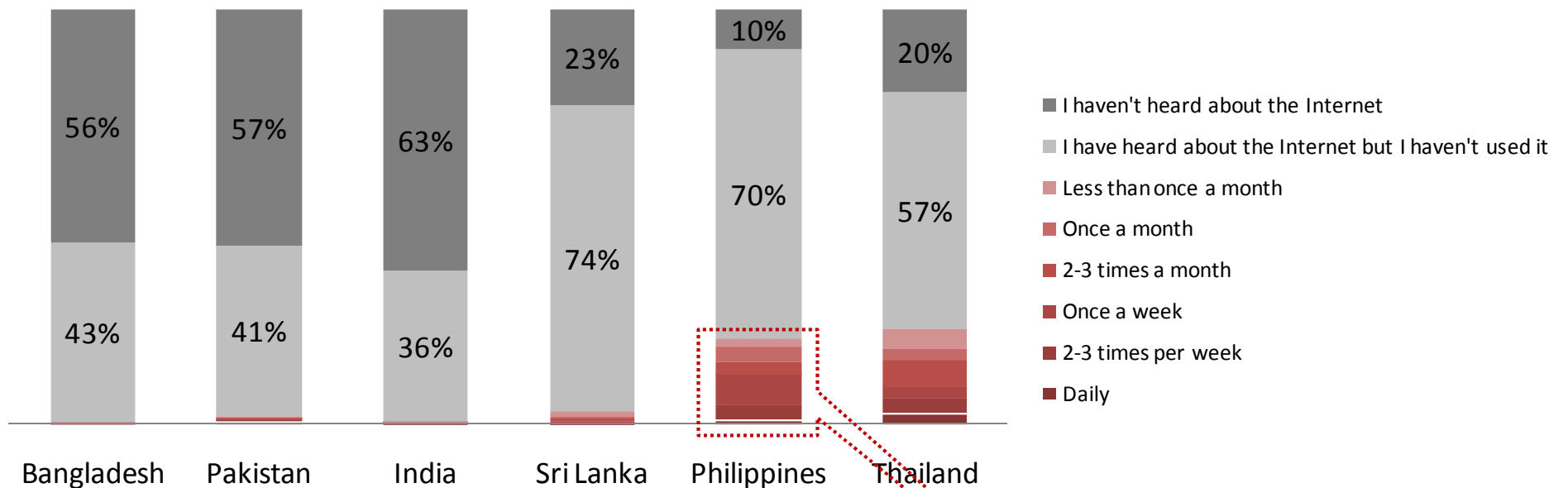


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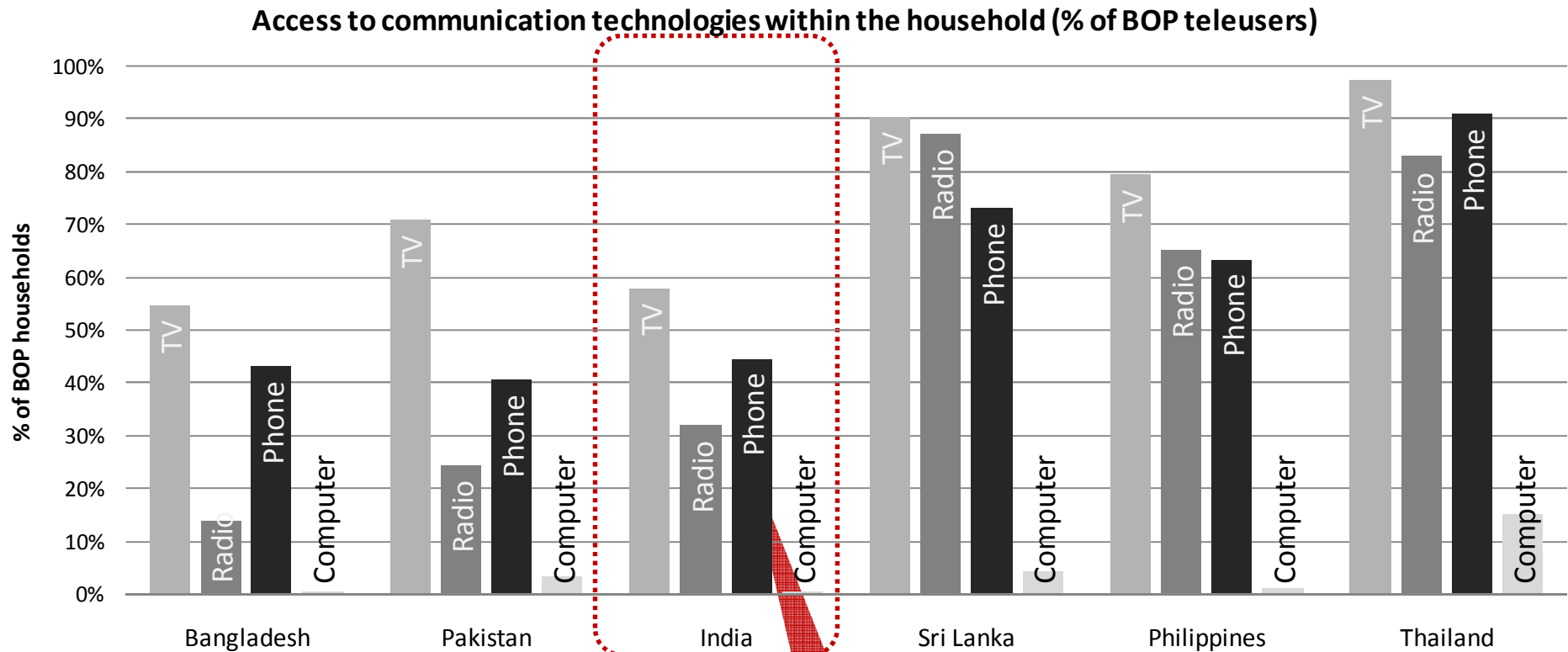
Internet use & awareness at the Bottom of the Pyramid (BOP) in 6 Asian countries in 2008, acc. to 10,000-sample representative survey

Internet use (% of BOP teleusers)



	Bangladesh	Pakistan	India	Sri Lanka	Philippines	Thailand
Use the Internet	0.6%	2.2%	0.8%	3.2%	20.7%	23.0%

But, phones had overtaken radios in BOP households in the Indo-Gangetic Plain by 2008

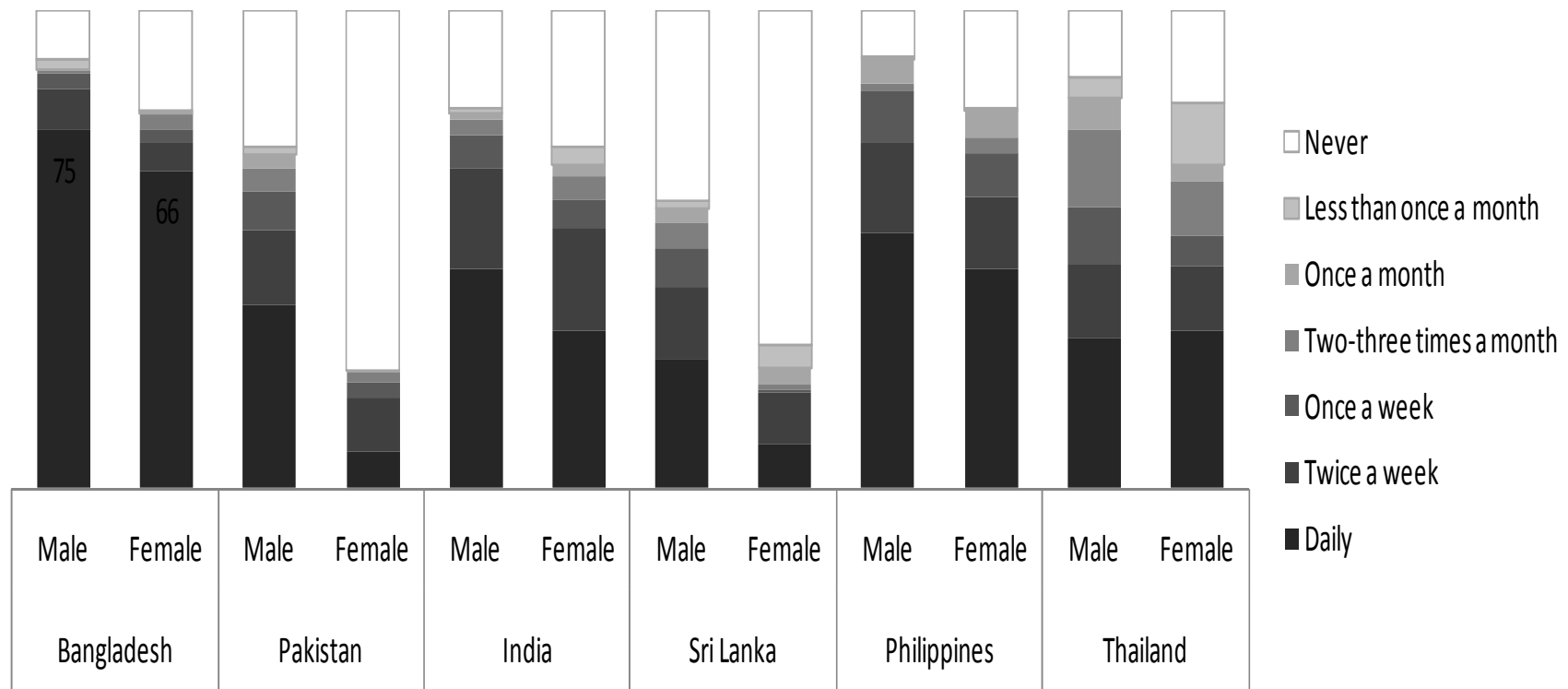


Mobile or fixed phone

And computers are nowhere

Attitudes re phone for making/saving money: Strong in some countries, not in others

Use of the phone for business, financial or work puposes (% of BOP mobile phone owners)



Zayed | Shopkeeper

21 years | Sonargaon, Bangladesh

- Zayed previously had to travel to Dhaka to get his supplies almost every 2 weeks to get his supplies. These were not on Fridays so he had to close his shop, thus losing business.

- Now the vendors send him stocks from Dhaka based on his calls for supplies.

- Zayed has started a second chicken selling business. He buys chicken from a farmer who guides him about the right time to purchase and sells to buyers who come to his shop. He sells live chickens and buys a hundred chicken at a time.



- Once facilitated money “transfer” through mobile for the village “maulavi” who was away in Dhaka; the maulavi sent BDT1,000 in load to Zayed’s mobile; once the load was received, Zayed then paid the same in cash to the maulavi’s family in the village

- Transactions of up to BDT5,000 (USD70) can be made, however this is dependent upon the shopkeeper having cash available to give the intended recipient in one go

- Commissions can be as high as 20%; the shopkeeper also makes commission on reselling the load

Zayed’s sole reason for purchasing a mobile was to expand his business. Before he had a phone, he always had to be at the shop. The phone enables him to place his second youngest brother at the shop and turn his attention to other business opportunities. His brother calls him if there is a delivery or he does not know some prices. Zayed is able to solve these issues remotely and instructs his brother on cash handling in case of a big delivery.

What services he wants

- Zayed's literacy is recognized is a major drawback to his seeking any kind of information.
- Although he sends messages, they are almost always forwards. He is keen on song and ringtone downloads but he knows these are frivolities.
- His interest is education. If he could learn something while sitting at the shop, it would be best. English and Math are his major interests.
- His sisters are very interested in astrology but such entertainment related services should not be encouraged as this will increase expenditures. He would prefer to limit their phone use so that it is mostly for necessary purposes.
- He will also benefit from livestock pricing, maintenance and care updates since he plans to sell chickens to larger firms in Dhaka and Narayanganj.
- He has heard of a health centre finding service. He wants to use the service to book his number at hospitals.
- He has seen how mobile companies send advertisements to his phone. He would like to know how he could also advertise his own products. This is where he feels his low education is a hindrance. This is why he wants the brother to study well to be able to help him in such functions.