

# Digital Textile Marketplace

Raising women textile workers out of poverty by providing access to an e-commerce platform in Dhaka, Bangladesh



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TKS



# Executive Summary

## Increasing women's employment in the digital economy by 2026

### Issue

Garment industry practices leave women workers unable to rise above Bangladesh's poverty line

**2.83 million** women in **Dhaka's garment industry** are exploited for 8,000 Tk monthly, half of the minimum living wage. Most have 10-14 hour workdays, with 4 days off yearly. In addition, **50,000** workers have been laid off because of COVID-related order cancellations internationally. As a result, the majority are unable to sustain an urban lifestyle living nearby the factory districts.

### Opportunity

Enable women to sell their products through a partnered e-commerce platform

Through a partnership with **Daraz**, the leading e-commerce platform in the region, women will be provided:

1. Digital marketing training through videos, as well as a platform to establish their shops on.
2. Free sewing machines and raw materials to kickstart their businesses.

They will be able to employ their garment skills in their own online storefronts, selling to Bangladesh and neighbouring countries.

### Results

**52,900** women with their own digital storefronts bypassing exploitative brand names

With an initial investment of 5,438,760 USD, by the end of 2026, **52,900** women will have successful storefronts, each earning 16,000 Tk monthly. This will allow them to live comfortably and contribute to the country's growing digital economy. The women will be able to work **one-fifth** of their previous hours, while making double the salary. The program will have a predicted net return of **1,238,000 USD** for further reinvestment and expansion.

# Status Quo

## Industry-standard mistreatment for cheap labour in the developing world



### Poor Work Environment

Women workers often face mistreatment in the workplace: **44.8%** report beatings and **29.8%** sexual assault. Employers pressure workers into night shifts to meet targets, often for no compensation.

### Low Income and Stability

Earning **8,000 Tk** a month, worker salaries are half of Dhaka's living wages. Due to COVID, many workers have gone months without pay. As of March 2021, 300 factory shutdowns have left **50,000** jobless. Frequent protests arise in areas surrounding factory districts.

### Unsafe Conditions

The lack of necessary safety protocols, in addition to other disasters such as the Rana Plaza Dhaka factory collapse of 2013, means that women risk their lives to sew clothes. Slow adoption of imposed regulations, including fire safety protocols leave many in dangerous environments for prolonged periods.



# Solution Overview

## Partnering with an e-commerce platform and distributing free resources

### Partnership with Daraz

By partnering with Daraz, the leading e-commerce platform in Dhaka, Bangladesh, we will provide women with a digital hub containing services such as:

- 1. Video tutorials on digital marketing
- 2. A platform on which to establish their digital marketplace

Though this partnership women will be encouraged to start their own e-commerce business to both increase their monthly earnings and decrease their exposure to unsafe working conditions

### Social Media Advertising

Social media, namely Facebook, will be used to advertise the services. These advertisements will target women working in the textile industry, a market composed of over 2.8 million people. Advertisements will specifically target women who are either struggling to sustain themselves in the textile industry or working under unsafe conditions.

### Providing Free Machines and Materials

Alongside video tutorials the digital hub on Daraz’s website will also give women the option to request free materials and machines. These resources, specifically fabric, thread, and a sewing machine will be provided to women looking to start their own e-commerce business and will help to reduce the associated up-front costs.

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# E-Commerce Partnership

## Integration with the Daraz platform



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### Why Daraz was selected

Daraz group is an e-commerce subsidiary of Alibaba operating in Pakistan, Bangladesh, Nepal, Myanmar, and Sri Lanka. This platform has over **50,000** active sellers and delivers a total of **1 million** packages every month.

Daraz group also hosts and maintains numerous charities such as Daraz Care and Daraz University, with the purpose of helping poorer families generate independent income.



### Partnership details

A subpage on the Bangladesh Daraz group website will be created to centralize the free videos offered, as well as to direct women towards signing up as a seller.

Daraz group's pre-existing physical infrastructure will be used for storing and delivering the free tools and materials that the women are given in their first month of opening a store.

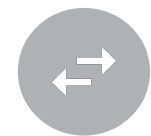
# Targeted Advertising

## Using Facebook to target textile industry women



### Facebook Social Hub

In Bangladesh, **86.7%** of social media users are on Facebook, making it by far the largest social media application used within the country.



### Conversions

The average conversion rate of advertisements and landing pages within the employment sector on Facebook is **11.73%**, far greater than through other platforms.



### Mobile Advertisements

Due to high penetration, mobile advertisements can reach a much larger percentage of workers than other mediums such as print or television. The majority of women in the garment industry have cellular devices: in the past, humanitarian organizations such as LaborVoices have used this fact to employ anonymous numbers for workers to report unsafe conditions. For the job training and employment industry, mobile Facebook ads average **2.72 USD** per click.



### Targeting Women

These advertisements will targeted towards women in the sector through time and location. As the garment industry is mostly female, the ads guarantee a larger proportion of women clicking then men. This is then improved by targeting the locations surrounding factory districts either early in the morning or late at night, when the workers aren't on shift.

[Link to Facebook Advertisements](#)



This is a mockup. The final advertisement will be written in Bengali.



# Mockups

## Creating a simple and intuitive learning hub

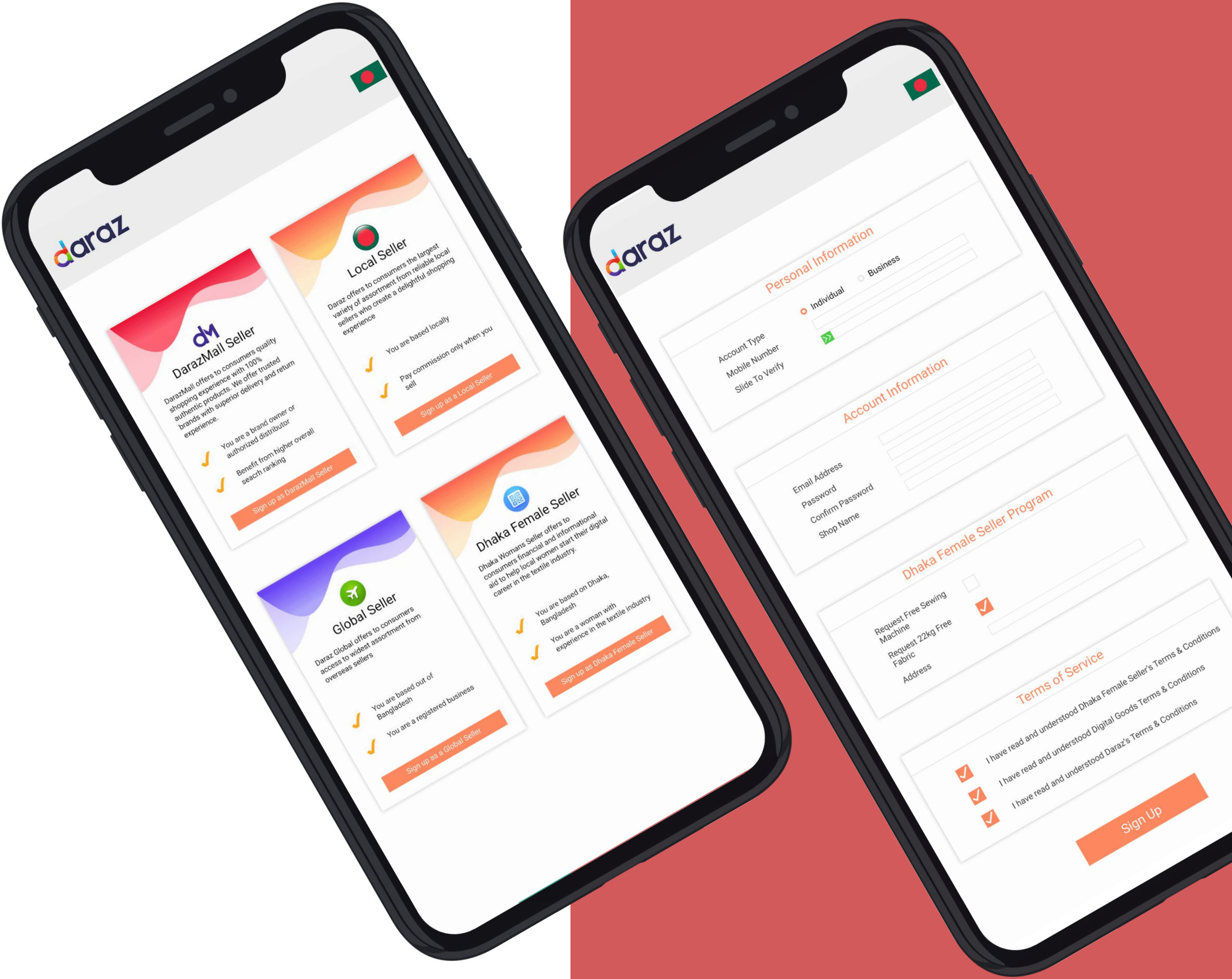
### Web Page Functionality

As part of the initiative, several web pages will be added to the Daraz website, including videos and a dedicated sign-up page.

These pages will help women to learn basic e-commerce skills, from digital marketing to product advertising. The will also contain an extensive library of sewing patterns that will help teach how to cut fabric, a job normally reserved for men in the factories.

[Link to Mockups](#)

These mockups are currently written in the English language. For the final product, Bengali language would be used.



# Initial Materials

## Freely provided raw materials and equipment

To help women start their business, free sewing machines, fabrics, buttons, and other necessary resources will be provided. These free materials will allow women to work from their own home, to produce the necessary number of shirts to have a sustainable income, and to start their businesses with relatively low risk

Additionally, these materials will be purchased in bulk and sold to women who have already started their shop. They will be sold with a small mark-up, earning revenue to subsidize other women starting off while still being cheaper than from non-bulk sources.

[Link to Materials Overview](#)

### Cost Breakdown

Worst-case calculations of how many shirts a woman would need to sell in order to earn a living wage:

The average t-shirt weighs **150 g**. Assuming that 40% of fabric is wasted when cutting out the pattern, each shirt will require **250 g** of fabric.

The price of **250 g** of fabric is 2.50 USD, or **210 Tk**. We will sell it at a slight mark up bringing the price to 3.00 USD, or **250 Tk**.

### Earnings Breakdown

The required salary to support a household is 16,000 Tk / month. Since Daraz takes a 12.9% cut, women need to earn **18,400 Tk** / month.

With all other expenses and cuts, women will earn **212 Tk** / t-shirt, meaning they will need to sell 87 t-shirts a month, compared to producing **450** t-shirts monthly in a factory.

### Free Materials

To provide a sewing machine and materials for the first month of 87 t-shirts, **270 USD** is needed. This is the startup cost for each individual.



# Logistical Process

How free materials and sewing machines will be provided

[Link to Logistics Hub](#)

01

## Purchasing materials in bulk

Raw materials will be purchased from Fibre2Fashion, a B2B textile industry marketplace with operations in Bangladesh. This will significantly reduce the cost per kilo.

02

## Purchasing sewing machines in bulk

Sewing machines will be purchased from the Ukicra manufacturer on Alibaba. These will again be ordered in bulk, with quantities over 1,000 costing just \$34 USD.

03

## Delivering to Daraz's warehouses

Once purchased goods will be delivered to Daraz's warehouses within the city of Dhaka. This will decrease the costs associated with storing a large number of items.

04

## Delivery infrastructure

Daraz's pre-existing delivery network will be employed to get materials and equipment to women around the factory districts, as well as picking up the goods they've produced to ship to buyers.

# Implementation Plan

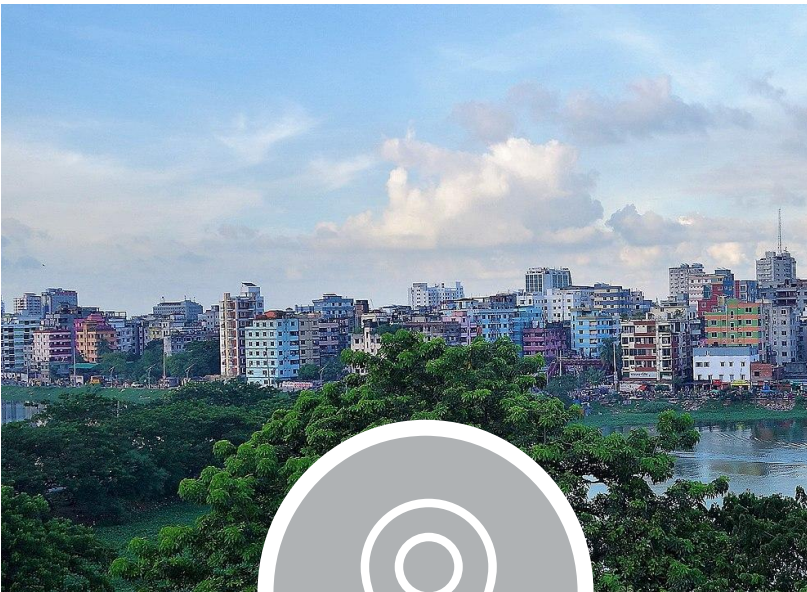
Finalized three step overview



## Initial Investment

With an initial investment of 5,438,760 USD going towards the purchasing of sewing machines, materials, and Facebook ads, a net gain of 1,238,000 USD is calculated by the end of 2026.

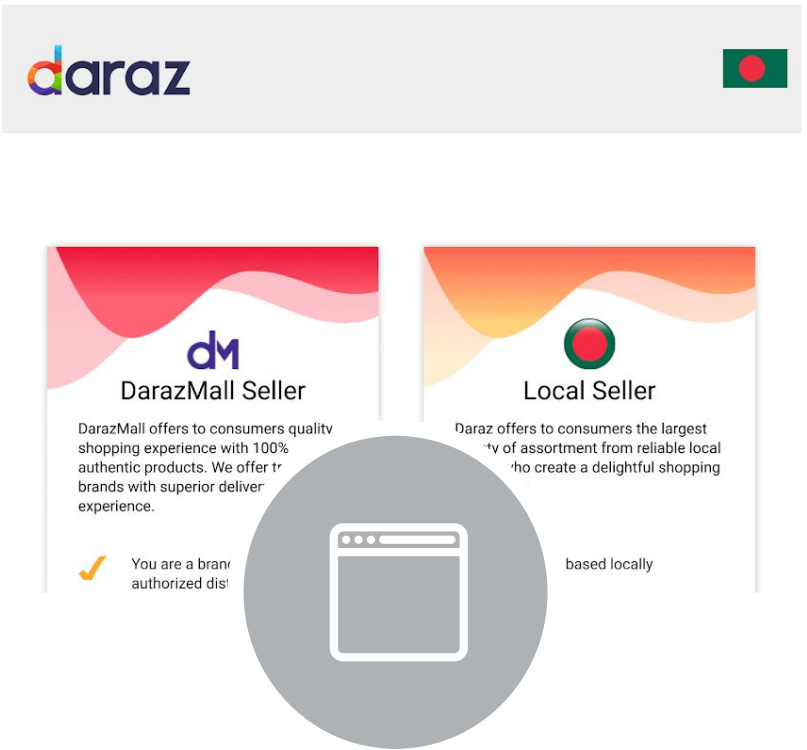
Cost Details



## Advertisements

The advertisements will target mainly the south of the metropolitan area, where the factories are concentrated. Facebook demographic tools allows the ads to be sent predominantly to women.

Advertisement Details



## Landing page

A landing page from the ad on the partnered platform will allow women to access videos and sign up to become a seller. They can then request a month's worth of free materials and a free sewing machine.

Integration Details



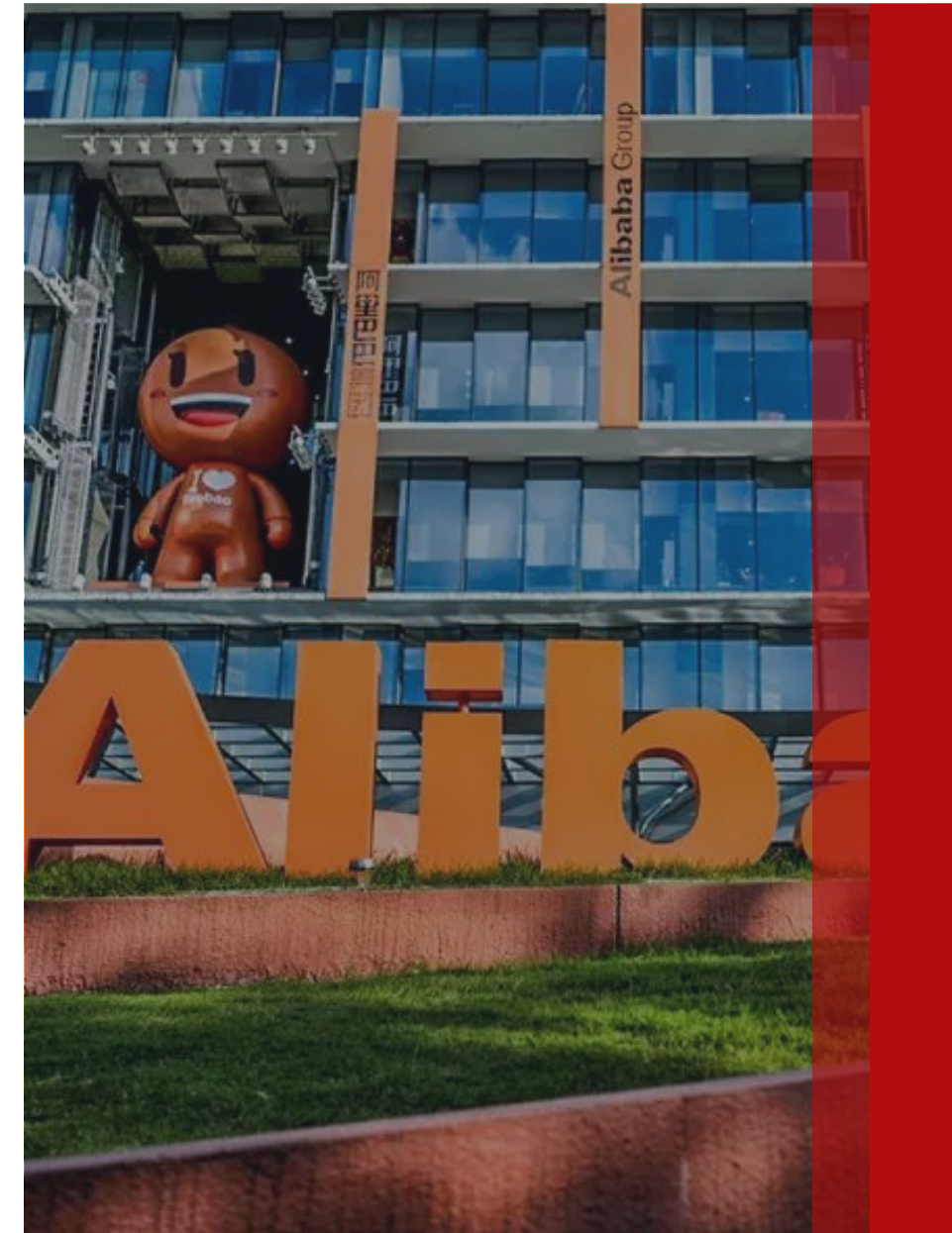
# Case Studies

## The Sewing Machine Project and Taobao's rural expansion



### Sewing Machine Project

The Sewing Machine Project, a charity operating in Bangladesh, focuses on helping empower women by creating alternative streams of income for families. For each donation of \$125, they are able to provide sewing machines and training to a woman.



### Taobao Rural China Expansion

By introducing e-commerce to low-digital literacy communities, the rural Taobao program grew disposable household income at a quicker rate compared to urban homes. Enabling users to buy and sell on the Taobao platform allowed rural workers to net more profit by cutting out middlemen distribution networks.



Empowering an impoverished demographic by providing equipment, training, and access to the digital marketplace leads to increased quality of life and economic growth.

# Expert Consultation

Sonia Bashir Kabir



## Experience

Founder of SBK Tech Ventures, Sonia works towards bringing opportunities in technology to women and to rural communities.



## Providing sex workers with opportunities

In order to help Bangladesh sex workers affected by COVID, Sonia's initiative taught them how to make and post videos showcasing fashion instead. They were then connected to weavers and designers online in order to make a livelihood.



## Teaching women to build apps

Sonia also managed an initiative to teach a group of women about app-building, helping to bring them into the digital economy.

“

*I dream of an inclusive digital Bangladesh with stronger, independent women who will dictate sustainable change for themselves*



# Reach

## Facebook conversion rate pipeline



### Click-Through Rate

Of a group of surveyed workers, 4.69% say they are less than pleased with their work environment. This is the expected CTR for the Facebook campaign.



### Targeted Ads

In total, 2.83 million female workers will be targeted. At a 4.69% CTR, this translates to 133,000 women reaching the sign up page, plus an additional 50,000 jobless due to COVID. This gives a total of 183,000.



### Conversion Rate

Assuming a 10% conversion rate (a round number under the industry's 11.73% average conversion rate on Facebook) 18,300 women will be converted.



### Successful Stores

Conservative estimates put the rates of women succeeding at 50%, resulting in 9,150 successful stores in the first year. Not only is ethical fashion becoming an increasingly popular social trend, but these women will have additional the support of the UN.

# Timeline

Total costs and gains over 6 years

Year	New Users	Stores Opened	Total Running Stores	Expenditures	Net Balance
2021	18,300	9,150	9,150	5,438,760 USD	-1,010,160 USD
2022	14,700	7,350	16,500	4,368,840 USD	+3,009,600 USD
2023	16,100	8,050	24,550	4,784,920 USD	+1,376,730 USD
2024	17,500	8,750	33,300	5,201,000 USD	+468,480 USD
2025	18,900	9,450	42,750	5,607,000 USD	+400,530 USD
2026	20,300	10,150	52,900	6,033,160 USD	+1,238,000 USD

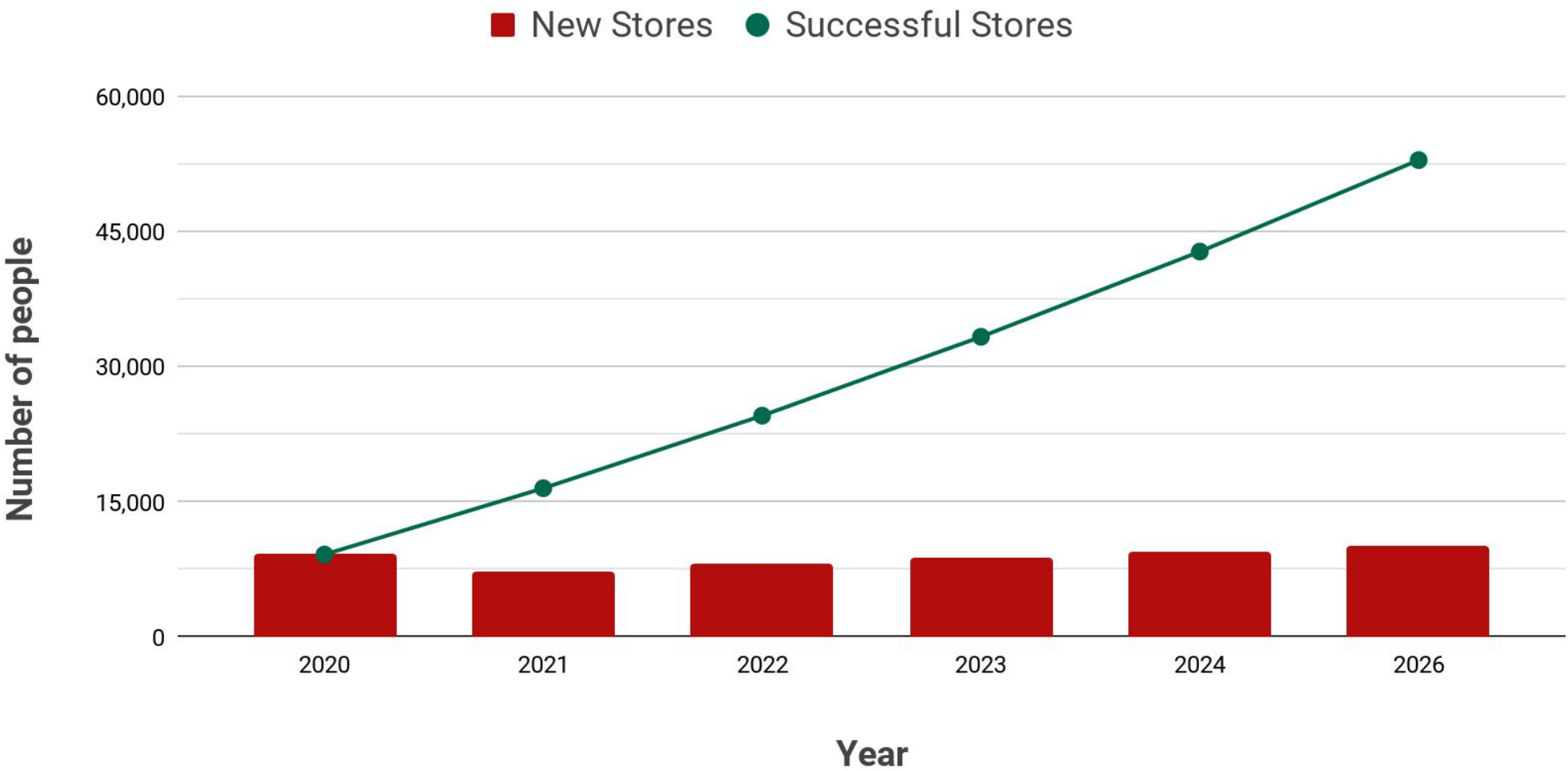


# Results

Over 6 years, a total of 52,900 women will be affected

## Growth over time

New stores and successful stores by year



### Program Cost

The initial investment for this program will be 5,438,760 USD, but after the 6 years there will be a net gain of **1,238,000 USD**, due to the material mark-up.



### Impacted People

In total, **52,900** women are expected to find success through the platform. In the long term, their influence will shift the industry towards a more ethical path, indirectly helping the remaining millions of exploited women.

[Link To Results Overview](#)

# Expansions

Avenues to pursue beyond our planned scope

## Logistics

Building up a material storage and delivery network to reduce reliance on the Daraz logistical system.

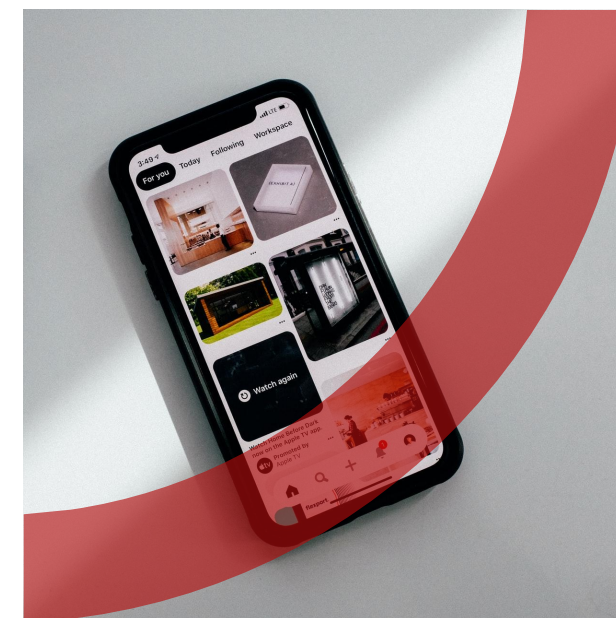


## Infrastructure

To reduce expenditures such as transportation costs related to distributing free sewing machines and materials to women community hubs can be built and maintained.

## Industries

With 66% of the rural economy coming from agriculture, women in related markets can be helped the same way textile workers have been: by giving them the resources and knowledge needed to sell their products independently.



## Devices

As rural areas have less internet connectivity than urban ones, expanding to villages will require the distribution of mobile devices, as well as additional training.

[Link To Expansion Overview](#)



# Information

## Additional research and playbooks

### General information

Overview of the selected location, demographic and status quo.

[READ MORE](#)

### Why the textile industry

Justification for selecting Dhaka's textile industry and information on the target demographic

[READ MORE](#)

### Daraz group

Summary of the Daraz group company and why partnership is a good idea

[READ MORE](#)

### UN x Daraz integration

What a partnership with Daraz group will entail

[READ MORE](#)

### Sewing Machines

Why are free sewing machines provided and what will this accomplish

[READ MORE](#)

### Free resources

Why are free materials provided and what will this accomplish

[READ MORE](#)

### Storage and distribution

How will free sewing machines and materials be stored and distributed

[READ MORE](#)

### Facebook advertising

How will facebook advertisements be created and used

[READ MORE](#)

### Implementation

Summary of the implementation for this plan

[READ MORE](#)

### Results

Calculations and results of this plan

[READ MORE](#)





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## A Final Note

Hi there! We would like to sincerely thank you for this opportunity to help create change in the global digital community. We are incredibly grateful for your trust in us to create a solution. We have not only gained the new perspectives outside of our own, but we have learned the importance of thinking outside of our own scope.

We hope that our proposal is valuable and that we can give new opportunities to women in Bangladesh. Thank you.