



UNIVERSITY OF
BIRMINGHAM



Written by X. Fu, P. Ghauri, J. Lu, & S. Kabir

OVERVIEW

The Inclusive Digital Model (IDMODEL) project aims to research into a new business model that seeks to enable marginalised people in developing countries to generate income and empower themselves by sharing their skills and experiences using a digital platform.

The IDMODEL project is awarded and funded by the Economic and Social Research Council's Global Challenges Research Fund (ESRC-GCRF), and led by the Technology and Management Centre for Development (TMCD) at the Oxford Department of International Development (ODID) – University of Oxford and the Department of Strategy and International Business at the University of Birmingham.

Bangladesh and Haate Haat App partner:

- SBK Foundation

China partner:

- University of International Business and Economics

Supporting organisations

- Ministry of Foreign Affairs, Bangladesh
- Kuaishou Technology Co., Ltd (China)

The views expressed in this publication are those of the authors.

Short-video platform innovation inspires marginalised communities to generate new income

POLICY BRIEF

ISSUE 3, 2021

The 'Digital technology-based business model for inclusive development' (IDMODEL) project started in 2018. As part of this, a content-based digital platform APP named Haate Haat (Hand2Hand) was developed to help marginalised communities and grassroots entrepreneurs in Bangladesh to communicate with each other and establish important links, collaborations, and networks.

Since 2019, we have conducted the APP promotion and usage training program, and compiled two sets of survey data to assess its impact. As part of this, we mobilised Tech Hubs in each of the 64 districts of Bangladesh. The hub coordinators delivered a district-wide APP download campaign, while they worked on improving digital literacy and promoted the Haate Haat features and benefits. Our Tech Hubs also conducted a series of sessions to help Haate Haat users identifying and capturing the opportunities in online health consultations and pharmacies (Health-tech), online schooling and tutoring (Edu-tech), and digitised payment and finance business (Fin-tech). Marginalised women with children and elderly in their family were particularly encouraged to trial the Haate Haat APP via the Tech Hubs.

To observe how this content-based (short-video) platform impacts marginalised communities' livelihood, we conducted two waves of survey, one before and one after the Haate Haat promotional program. We randomly selected 530 households in 14 cities/regions of Bangladesh, covering 2120 individuals, as our respondents. We found that 38.1% of individuals in our sample adopted Haate Haat after the usage training program and download campaign and 60% of them reported more than 10 hours monthly usage of the APP. Our analysis revealed the followings:

- Younger adults with secondary education, merchants and females are the most active groups to adopt the Haate Haat for daily use, the Haate Haat users are spread across all ages and education levels of residents.
- Compared with non-users, users who received our Haate Haat training programme are more willing to utilise mobile APPs (in addition to Haate Haat) to broaden their social network (i.e. make new friends) and to improve the quality of life (i.e. searching useful information online on health, fashion, cooking and holiday destinations). They are more willing to help neighbours

