

Income Opportunities in E-commerce for SMEs



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E-commerce Critical for Emerging Economies

- Vast distances between countries and to global markets
- High communication and transportation costs
- Opportunities for trade in wide variety of goods
- Does not require a large capital investment
- Local and global opportunities



Especially Important for Individuals

- ICT provides high paying jobs
- Rewards individual initiative without regard for family background, political party, race, etc.
- For example, what do the four most powerful names in the industry have in common?
 1. Bill Gates
 2. Steve Jobs
 3. Michael Dell
 4. Larry Ellison
- None of them finished college!

E-commerce Challenges for SMEs

- Knowledge of personal computers and e-commerce are not widespread
- Internet access expensive, slow, and unreliable.
- Most e-commerce tools designed for First World – costly assume high bandwidth, English, and strong technical skills
- Achieving the visibility and credibility for potential buyers to trust an individual vendor they haven't met and can't touch or sue is extremely difficult.
- International payment and shipping of individual, low value orders are not economically viable.

CatGen is an initiative of PEOPLink, a non-profit organization guiding networks of SMEs in 42 countries to engage in e-commerce.



Brief history

- Began in 1995 by importing “fair trade” crafts and selling them on www.peoplink.org
- Quickly realized it made more developmental and commercial sense to have artisans manage information
- In 2000, decided to develop CatGen (for “catalog generator”) with support from the USAID, World Bank, Rockefeller Foundation, Jeff Skoll, and others
- Recruited technical team working from Ukraine, Siberia, Albania, India, Nepal, Ecuador, and Ireland



CatGen Meets All SME Needs for E-commerce

- Free & Open Source Software to organize and digitize information, including images, off-line to local database and produce paper catalogs & CDs
- Easy-to-use catalog builder (no HTML - 15 minutes if images and information are ready)
- FTP to any server for \$1-3/mo hosting
- Credit card capability through PayPal
- Multilingual (French, Spanish, Portuguese, Russian, Chinese, Korean, Arabic)

Or, for \$100/yr, upload to CatGen server (powered by Oracle) for added functionality

- Own domain name + e-mail
- Web traffic statistics
- Search engine optimization
- Unique capability to aggregate many individual catalogs into full functioned marketplaces
- XML enabled for linking into marketplaces (eBay)

Direct from Rwanda to You  *Celebrating Rwandan Artisanry*

[Home](#) [Meet the Artisans](#) [Browse the Shop](#) [Link to Rwanda](#)

 [Shopping Cart](#)



Modis International Handicrafts invites you to discover Rwanda, "land of a thousand hills," through the beauty of its native handicrafts and artwork.

Rwandan art tells the story of its people, a people rich in traditions and culture who are overcoming the devastating effects of genocide and moving toward reconciliation and healing. Be inspired, and take home a piece of Rwanda today.



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www.douropreto.org - built on solar powered laptop & uploaded at night from mountain in Brazil via a cell phone

Saias - Microsoft Internet Explorer provided by Verizon Online

Address <http://www.catgen.com/douropreto/PT/100/> Go

D'Ouro Preto

Vestário ecológico
Green clothing




[D'Ouro Preto Bordados](#) » Saias


- Blazers (4)
- Vestidos (9)
- Batas (10)
- Jardineiras (3)
- Calças (5)
- Sapatilha
- Shorts (3)
- Saias (3)
- Conjuntos (5)
- Bolsas (5)

Perguntas frequentes
[Como comprar](#)
[Contate-nos](#)
[Serviços](#)
[Sobre](#)

Comunidade Portuguesa
[Ajuda](#)

See in **English** 

CatGen
by PEOPLELink.org



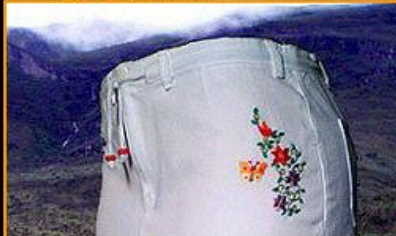
Bem vinda(o) a nossa sessão de Saias, por favor queira entrar...

Por favor clique nas imagens dos modelos para ver seus detalhes, preços, medidas e imagens ampliadas


Todas as imagens de fundo foram tomadas nos [parques de Ouro Preto](#).
Ao visitar nossa cidade procure conhecê-los também!

[QUERO COMPRAR | PENA APENAS !!](#)

[Baixar catalogo](#)



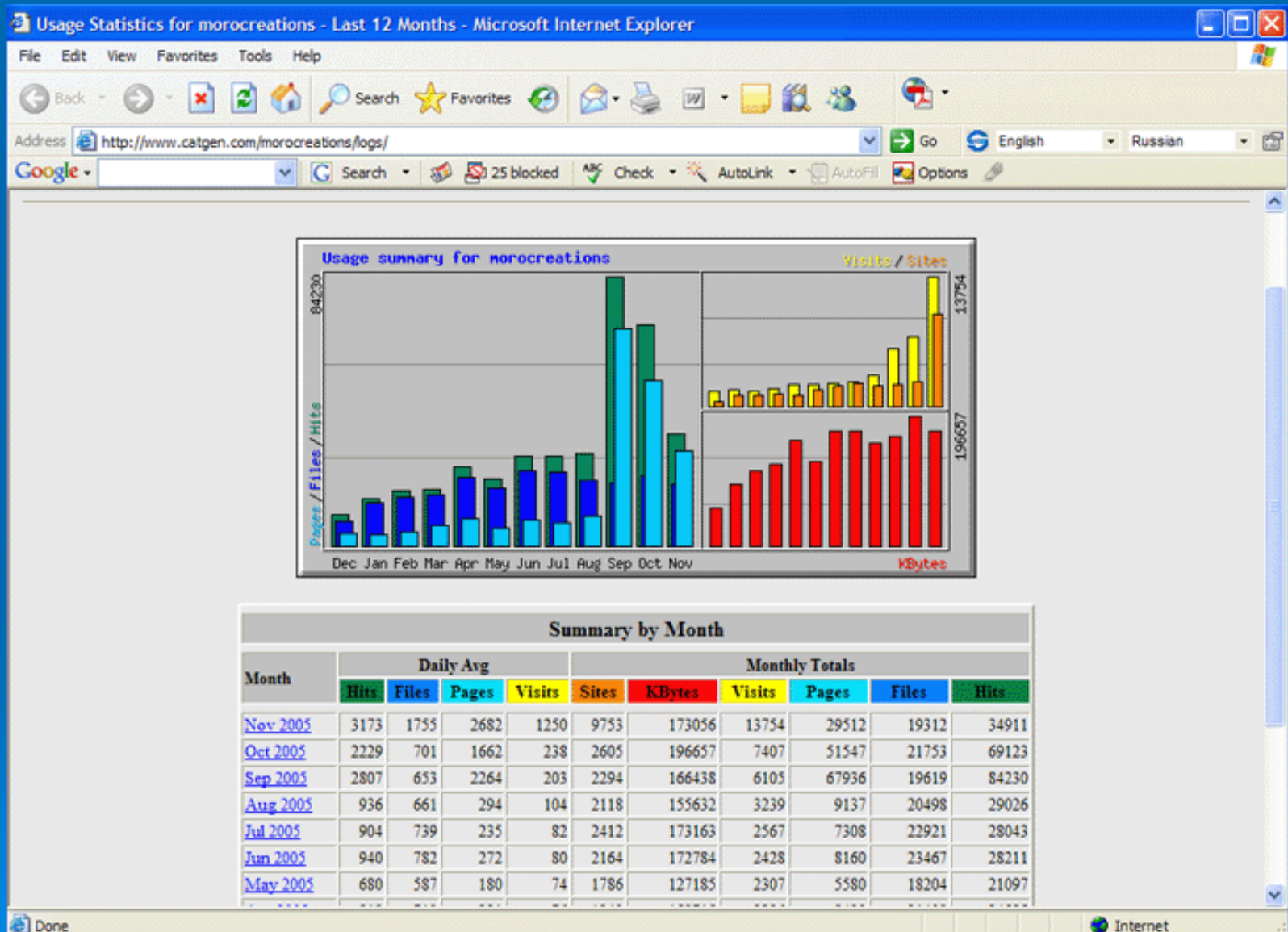
Saia curta bordada
SAC



Saia secretária bordada
SAB

Trusted sites

Web traffic statistics



Search Engine Optimized - #1 rank on Google for "village life scene" www.catgen.com/janakpur women painters

The image shows a screenshot of a Mozilla Firefox browser window displaying a Google search for "Village Life Scene". The search results page shows the top result as a painting titled "Painting depicting village life scene of mithila women (TWMIP-4)". The search results include the following text:

Web Results 1 - 10 of about 11,300,000 for **Village Life Scene** (0.24 seconds)

[Painting depicting village life scene of mithila women \(TWMIP-4\)](#)
Previous :: Next >. Painting depicting **village life scene** of mithila women.
Painted on Hand made lokta paper. ID#: TWMIP-4. Length : 30 in. Width : 20 in ...
www.catgen.com/janakpur/EN/100000038.html - 12k - [Cached](#) - [Similar pages](#)

[Painting depicting village life scene of mithila women \(TWMIP-5\)](#)
Previous :: Next >. Painting depicting **village life scene** of mithila women.
Made Lokta paper. ID#: TWMIP-5. Length : 30 in. Width : 20 in ...
www.catgen.com/janakpur/EN/100000043.html - 12k - [Cached](#) - [Similar pages](#)
[[More results from www.catgen.com](#)]

"Silk Village" Thai Life Scene Printed Postcard
MSA/TD #7: "Silk Village" Traditional Thai Life Scene
3/4" by 27 1/2" Price: \$4 unframed (2 in stock as of 08/11/08)
www.buysellcommunity.com/sale/VBXYJCHAV/ - 12k - [Cached](#) - [Similar pages](#)

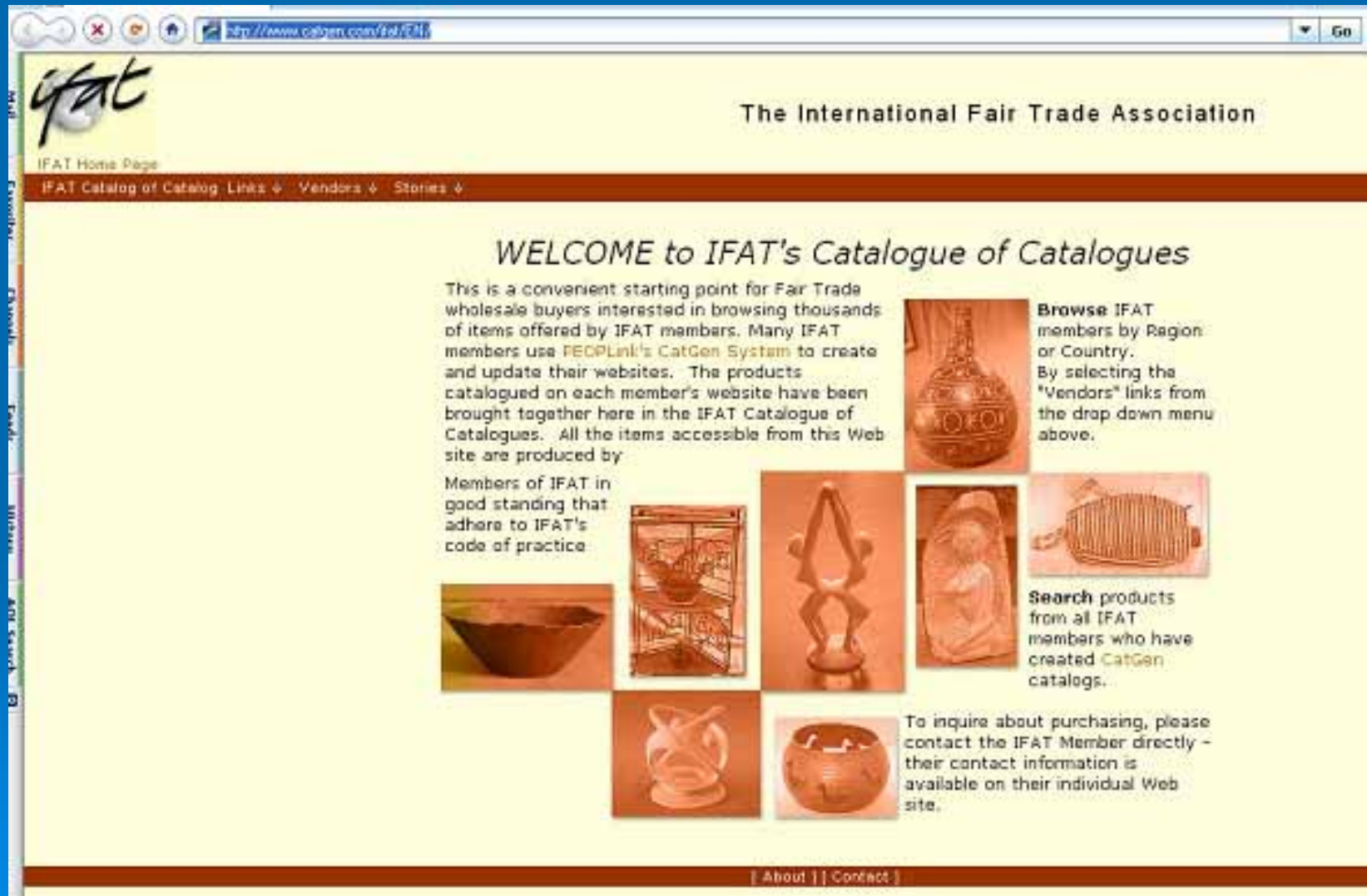
Village Life
Now-a-days **scenes** like these, where **villagers** are seen in their daily life ... Traditionally, these song tell tories from the **life** of the villagers.
www.infolanka.com/photo/village.html - 23k - [Cached](#) - [Similar pages](#)

African Tapestry Shop - Village Life Themes
Village Weavers African Mohair Hand Woven Tapestry
... Shop > **Village Life** > Farmyard **Scene**, Print Page
www.tapestryonlineshop.com/.../tapestry-shop/village.html - 12k - [Cached](#) - [Similar pages](#)

THE ART SCENE: Griffin's images of the Ukraine
In Ukrainian art, genre **scenes** of peasants and **village** life are common for years, starting with Taras Shevchenko. Realist painter
www.ukrweekly.com/Archive/1997/329719.shtml - 9k - [Cached](#) - [Similar pages](#)

The main result is a painting titled "Painting depicting village life scene of mithila women (TWMIP-4)". The painting is a colorful, traditional Mithila-style artwork depicting a busy village scene with people, animals, and a house. A yellow banner with the text "NUMBER 1 LISTING ON GOOGLE" is overlaid on the painting. A red arrow points from the search results to the painting.

Global “fair trade” marketplace



The screenshot shows a web browser window with the address bar displaying <http://www.catgen.com/IFAT/>. The page features the IFAT logo on the left and the title "The International Fair Trade Association" on the right. A navigation bar includes "IFAT Home Page", "IFAT Catalog of Catalog", "Links", "Vendors", and "Stories". The main content area is titled "WELCOME to IFAT's Catalogue of Catalogues" and contains a paragraph of text, a grid of product images, and three text blocks with corresponding images.

IFAT
The International Fair Trade Association

IFAT Home Page
IFAT Catalog of Catalog Links Vendors Stories

WELCOME to IFAT's Catalogue of Catalogues

This is a convenient starting point for Fair Trade wholesale buyers interested in browsing thousands of items offered by IFAT members. Many IFAT members use **PEOPLink's CatGen System** to create and update their websites. The products catalogued on each member's website have been brought together here in the IFAT Catalogue of Catalogues. All the items accessible from this Web site are produced by Members of IFAT in good standing that adhere to IFAT's code of practice.

Browse IFAT members by Region or Country. By selecting the "Vendors" links from the drop down menu above.

Search products from all IFAT members who have created CatGen catalogs.

To inquire about purchasing, please contact the IFAT Member directly - their contact information is available on their individual Web site.

[About] [Contact]

Portal of Crafts from Africa

Home [Links](#) [Trading Partners](#)

PEOPLink

Trading Partners from African Countries

		<p>Kenya Egypt</p>		 <p>South Africa Swaziland</p> 
	<p>Namibia Zambia</p>			<p>Mali Ghana</p>
<p>Nigeria Senegal</p>		<p>Tanzania Uganda</p>		
	<p>Mauritius</p>		<p>Benin Cameroon</p>	

- Kenya
- Namibia
- Zambia
- Tanzania
- Uganda
- Benin
- Cameroon
- Mali
- Ghana
- South Africa
- Swaziland
- Nigeria
- Mauritius

Businesses Opportunities for Local Firms

- Universities and IT training organizations can use CatGen to offer comprehensive e-commerce courses
- Internet cafes can rent PC, printers, cameras
- Local ISPs sell FTP accounts for CatGen catalogs
- IT firms or individuals provide technical assistance, digital imaging, custom graphic design for local or global SMEs
- Business networks (chamber of commerce, industry association, export agency) can charge members to participate in marketplaces

In Nepal, an IT firm comprised of recent graduated is succeeding in selling e-commerce services to NGOs and exporters

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Enterprise Support for Empowering Women and Artisans

ESEWA was established in 2002 AD with aim to empower SME (Small and Medium Enterprise), Women and Artisan by equipping them with appropriate marketable skills and knowledge such as use of digital technologies.

ESEWA operates two separate wings; one with development objectives with core activities to provide training service on e-commerce and business/market

e sewa Nepal .com

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UNDP evaluation of CatGen in Nepal concluded



- a relatively inexperienced group of young IT professionals could, with the proper tools, create employment for themselves while providing e-commerce services to SMMEs
- The largest impact of implementing this 'pro poor' approach was on income and employment... for 3918 women
- Executive summary and full study at <http://sdnhq.undp.org/it4dev/e-comm>

For more information, please refer to

- www.catgen.com
- www.catgen.org

Or contact

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