

## **DIGITAL CABS WOMEN LEAGUE**

### **ICT SOLUTIONS FOR COVID-19 #SAVE-US SAFE-US CAMPAIGN.**

#### **BACKGROUND**

The government of Kenya through the Ministry of ICT launched the Digital Economy BluePrint;

#### **MISSION**

*“A nation where every citizen, enterprise and organization has digital access and the capability to participate and thrive in the digital economy”*

#### **VISION**

*A digitally empowered citizenry, living in a digitally enabled society.*

This calls for our collective action.

In his opening statement, H.E The President underscored how a digital economy would accelerate Digital Inclusion and Financial inclusion, pointing out MPESA as a case study. The President has also persisted on the ICT Solutions to mitigate the effects and curb the spread of Covid-19.

The COVID-19 Pandemic might have hit us and disrupted normalcy, but because every negative has a positive, we choose to focus on the positives even as we fight the spread of the virus.

This pandemic has provided us an opportunity to reflect and think, for instance, if the virus is spread through physical contact, to curb the spread, instead of Kenyans sanitizing money, can't we just, for once and forever adopt a cashless payment system in the Transport sector.

#### **SAVE-US SAFE-US CAMPAIGN**

##### **OBJECTIVES**

1. Curb the Spread of CoronaVirus.
2. Financial Inclusion.
3. Digital Inclusion.

As noted in the Digital Economy BluePrint, one of the enablers for the Digital Economy is **Societal Readiness** and **Payment**.

## **1. SOCIETAL READINESS**

We are the **DIGITAL CABS WOMEN LEAGUE**, a welfare association for female drivers in digital cabs, affiliated to **TRANSPORT WORKERS UNION- KENYA**.

We are running a campaign **#SAVE-US SAFE-US** to advocate for cashless payment among our members and passengers in the online cab industry.

Drivers must adopt cashless payment-**SAFE-US** and our passengers must adopt the same to protect the drivers and save our industry during this pandemic. We don't have any other hustle, this is our hustle/office-**SAVE-US**.

We have so far onboarded more than 700 members drawn from different branches in Nairobi, Mombasa, Kisumu and Nakuru and the list is still growing.

## **2. PAYMENT**

We have reached out to Safaricom for technological support and they have developed an E-Wallet solution that allows us to separate business funds from personal funds or could alternatively be opted into either the following solutions.

- 1. A zero-rated BuyGoods Till number.**
- 2. MSME proposition where an individual's number (conductors) has two wallets in the backend; Personal and Business wallet.**
- 3. The Send Number option for P2P with the number whitelisted to prevent reversals.**

## **SAVE-US SAFE-US DONATIONS**

Our campaign shall be a **DONATIONS** drive to raise funds for a basic monthly shopping for our members and monthly union dues to keep our union going and building our associational power. Through this donations, we aim to reach and encourage more members to join our campaign.

## **ACCOUNTABILITY AND TRANSPARENCY FOR THE DONATIONS**

Safaricom has in line with donations drive, developed a restricted cash payment system(**SurePay**) for a Voucher Redemption solution.

### **SOLUTION JOURNEY**

- ❖ Transport Workers Union-Kenya(TWU) will sign up for a SurePay solution as well as an M-PESA bulk payment account by filling up the application forms and the respective terms and conditions
- ❖ Safaricom will grant TWU access to the disbursement portal to disburse cash or voucher products.
- ❖ The M-PESA bulk payment account will be pre funded to enable voucher redemption
- ❖ TWU will also whitelist (register) all Beneficiaries to be issued with vouchers in the platform as well as the Service Providers (merchants). This step has already been sorted out in the first solution.
- ❖ Upon registration the beneficiaries will receive a notification via SMS on their Safaricom mobile numbers which also contain their SurePay PIN.
- ❖ Service providers will also receive SMS on their till asking them to confirm registration using a PIN sent to them on registration.
- ❖ Only whitelisted beneficiaries and service providers can participate in this solution.
- ❖ The contract for this service will be between Safaricom and TWU who will be the administrators of the account.
- ❖ Integration of SurePay with TWU portals is also possible.

Since we intend to have a system where our members driving licence will be verified by NTSA first before members are onboarded on the Safaricom E-Wallet product, then donations drive kitty, We have request NTSA and Safaricom for a possible USSD Application solution that will reflect our thought process on our proposed customer journey.

### **MEMBERS ON-BOARDING JOURNEY**

1. NTSA verification
2. Onboarding on the Safaricom Transport Sector Solution Product.
3. Donations Fund kitty voucher disbursement onboarding.

### **PILOT PROGRAMME**

We are eager to kick off the pilot programme but we lack funds, since our paybill must be pre funded before the programme kicks off.

As of now, we have submitted a list of 135 drivers who have been onboarded on the Safaricom solution for our pilot programme.

We are therefore requesting for your support. The project will kick off with 135 drivers and then mass onboarding will go on thereafter.

In Solidarity.

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