Proximity Designs and Social Enterprise in Myanmar

Proximity Designs



สิ่งที่เขาทำคือ เจาะกลุ่มเกษตรกรซึ่งเป็น ประชากร 70% ของประเทศ ไปเรียนรู้ชีวิตของ พวกเขา ไปทำความรู้จักเป้าหมายในชีวิตของ พวกเขา ไปทำความรู้จักกับความฝั้นของพวก เขา จากนั้นก็เอาปัญหา ความไม่สะดวกในการ ใช้ชีวิตรวมถึงในการทำมาหากิน มาตั้งเป็นโจทย์ แล้วออกแบบเป็นผลิตภัณฑ์และบริการมาขาย สินค้าของ Proximity มองเผินๆ ดูเป็นของบ้านๆ ไร้ซึ่งสุนทรีย์ด้านการออกแบบ (หากมองด้วย สายตาของคนนิยมงานดีใชน์เก๋ๆ จากโลก ตะวันตก) แต่สินค้าของพวกเขา เช่น เครื่องปั้ม น้ำ โซลาเซล มีความหมายกับชาวบ้านมากมาย นัก เพราะมันคือสินค้าราคาโคตรถูก (ค่า ออกแบบและเงินเดือนพนักงาน ได้รับมาจาก การขอทุน ต้นทุนสินค้าจึงเหลือแค่ค่าผลิต เท่านั้น) แต่คุณภาพดี ชาวบ้านมีผู้ฐานะต่ำต้อย เข้าถึงได้ และสินค้าเหล่ามีเป้าหมายเพื่อช่วยให้ ชาวบ้านมีประสิทธิภาพในการผลิตมากขึ้น รวมถึงมีรายได้มากขึ้น



PROXIMITY PARTNERS

Join our community of investors

We work with a range of partners - private foundations, bi-lateral institutions, leading universities, development banks, corporations, family foundations, design firms and individuals. These partnerships are a key reason for Proximity's success in Myanmar.

In all of our partnerships, we look for close alignment between our mission and the investor's interests and goals.

Why partner with Proximity?

Results-driven: Support thousands of enterprising families in their efforts to increase incomes and achieve a better life.

Focused: Investments are focused on some of Myanmar's most critical needs and exciting opportunities for large scale social impact.

Sustainable: Invest in a market-based approach to tackling poverty that is sustainable and creates incomes and hope.

Cost Effective: Contributions to Proximity have some of the best social returns, or 'bang for buck', of any approach to addressing extreme poverty.

For more information about contributing to Proximity's work, contact Lai Win Phyu at laiwinphyu@proximitydesigns.org

INVESTORS & SUPPORTERS





























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Proximity Designs

By Laura Hattendorf, Michael Kennedy, Laurent de Clara, Yin Li 2014 | Case No. IDE06 | Length 26 pgs.

Marketing, Management

The case follows Jim and Debbie Aung-Din Taylor, an American couple with backgrounds in international development, as they found and build Proximity Designs, a social enterprise in Myanmar. Initially, the Taylors are focused on redesigning the treadle pump for Myanmarese farmers, using design thinking and processes to formulate a pump that is affordable to their extremely impoverished target customers. However, the Taylors soon realize that they also need to build a distribution network in order to sell their products. Along the way, a natural disaster (Cyclone Nargis) and political reforms in the country create both new challenges and new opportunities for Proximity.

Learning Objective

The teaching objective of the Proximity Designs case is to explore two



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Upcoming Events

19th ASEF University (AU19)

12 days in 2015

4th ASEM Rectors' Conference and Students' Forum (ARC4)

January 2015 (tbc)

14th Informal ASEM Seminar on Human Rights

18-20 November 2014

Emerging Social Entrepreneurs in Myanmar

Skills for Social Entrepreneurs



A dynamic group of 30 emerging social entrepreneurs from Asia and Europe participated in a workshop "Skills for Social Entrepreneurs" in Yangon, Myanmar (21-23 May 2012). ASEF collaborated with the British Council to host this workshop. This was ASEF's first initiative in Myanmar which was supported by the Government of Japan and the United Kingdom. Besides representatives from Myanmar, social entrepreneurs from Denmark, Indonesia, Philippines, Poland, Singapore, Sweden, Thailand and Vietnam were part of the workshop.

"There's a growing business community here (in Yangon) that has prioritised societal needs over profit," remarked Sol Iglesias, ASEF's Director for Intellectual Exchange department. Sol was one of the representatives from the organisers who participated in this event.

The three-day programme included networking, in-depth discussions, group activities and field visits within the city and outskirts of Yangon. Participants were divided into four groups as they visited a few local social enterprises in the fields of public health, education, environment and tourism and heritage. Shwe Minn Tha Foundation was one of the organisations visited by the participants in the public health group. The Foundation was set up in 2008 and works towards sustainable development for people with disabilities. "The Yangon city development authority is willing to mainstream disability. Such positive changes will enable inclusive social development," shared Mr Myat Thu Winn, President of the Foundation and Director of Shwe Minn Tha Enterprises.

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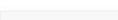
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9 October 2013

The Asia-Europe Foundation (ASEF) and Fondazione ISMU, with the support of Milan Municipality, will co-host a Public Event 'Health of Chinese and Filipino Migrants in Milan: Present...

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16 - 17 Sep 2013

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