

PITCH SESSION



ASToN

DIGITAL TRANSITION FOR SUSTAINABLE
AND INCLUSIVE CITIES

Bamako (Mali)
Hamadou B. YALCOUYE, local coordinator
January 17, 2023



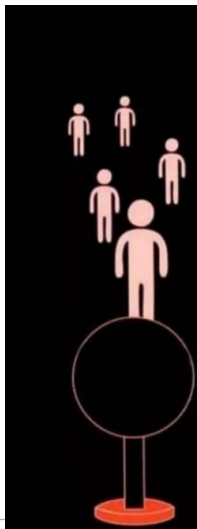
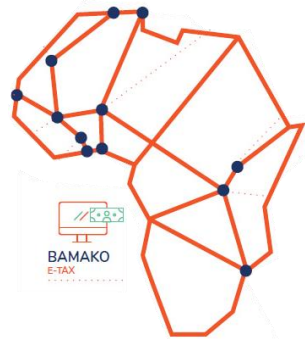
E Governance & E taxation

Transforming Bamako into a prosperous city by
digitalizing the mobilization and optimization of
local resources

Bamako

A PROPOSED SOLUTION TO A MAJOR CHALLENGE

Relieve users/Mobilize local resources



PRESENTATION OF PROJECT

Project title: “ Ikavignette ” your vignette

Project lead : District Town Hall/ADR

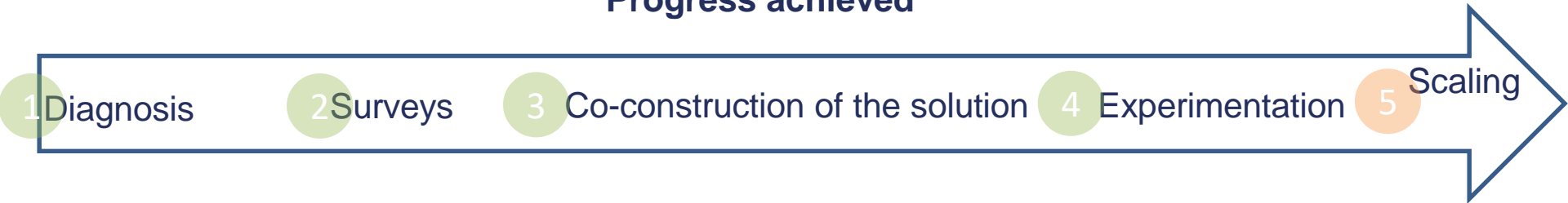
Partners : Famib group, Donilab, University, CDQ, Police, DUBOPE

Sectors : resource mobilization

Key objectives :

1. Increase revenue by at least 30% (3,800,000 euros) on vignettes over 1 year;
2. Increase revenue by 100% from the 3rd year;
3. Provide new after-sales service to users .

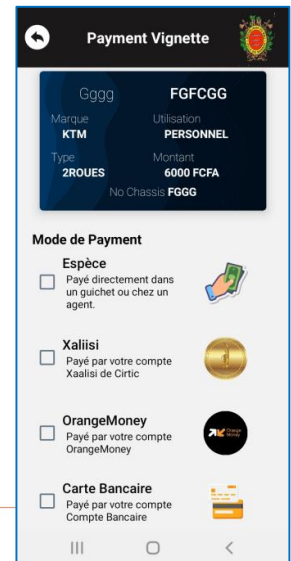
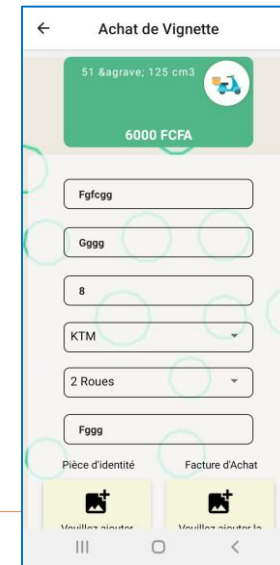
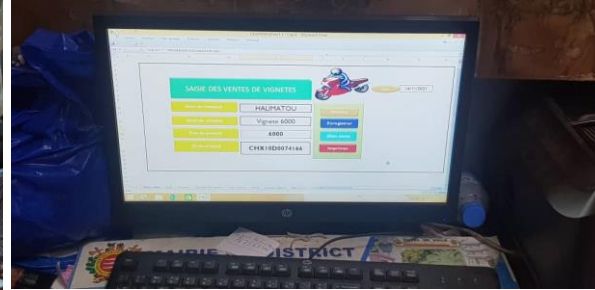
Progress achieved



- **Chronology of the project:** scaling up in 2023 – operationalization in 2024
- **Alignment with national and international goals:** Code CT, MN2020, PDEN, ODD

A SUCESSFUL EXPERIMENTATION PHASE

ASToN

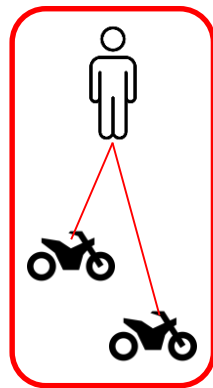
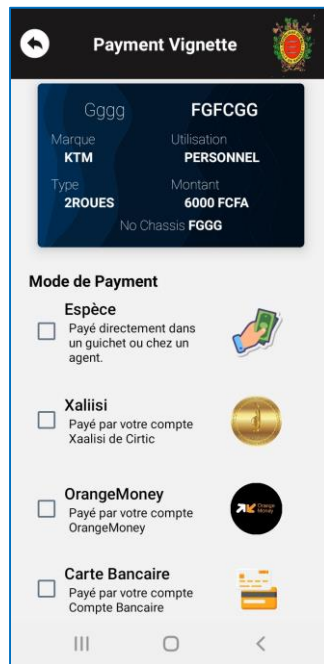
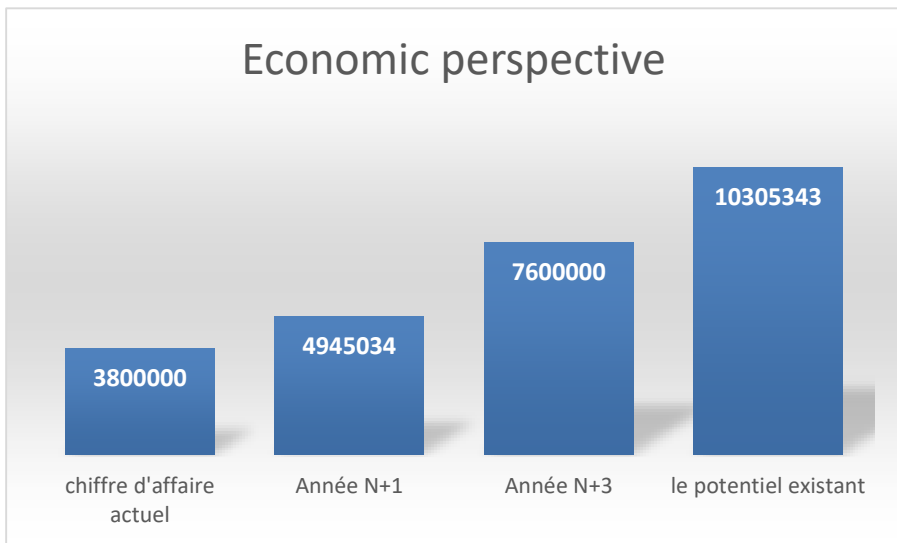


IMPACTS OF OUR PROJECT

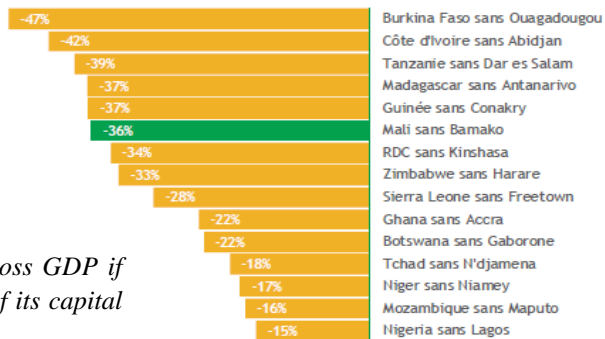
Social , economic and security-related benefits

After-sales service available to users (Duplicate, secure and materialized control medium, identifier, security, declaration of loss);

Promote transparency in governance (less cash, tracking of operations available to stakeholders);

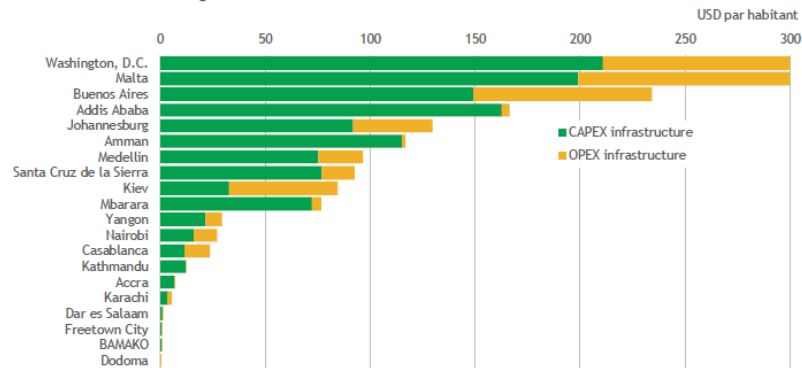


IMPACTS OF OUR PROJECT



Level of decline in gross GDP if Mali were to get rid of its capital (% of GDP)

Source: Oxford Economics



Source : De Yu Lu: City-level capital and operational expenditures for infrastructure, benchmarking for Bamako (2017).

Sustainability impacts

- Controlling production and changing the nature of contracting;
- Fewer physical inputs and outputs (paper, pvc card, etc.);
- Reduced dependence of the municipality to private stakeholders;
- Smart technology solution for infrastructure deployment;
- Use of mobile payments and USSD code for control and monitoring

OUR BUSINESS MODEL

The tax discussed is profitable:

Annual investment cost: 300,000 euro + personal expense

Annual turnover: 3,800,000 euros without after-sales service and restricted access

Challenge: manage the uniqueness of the funds and reinvest

Overall “Ikavignette ” budget	
Capex	Opex
230 122 euros	€381,740
611 862	

ASToN contribution for the development and experimentation of the solution: 100,000 euro

N. o.	Tasks	Responsible	Structures or Services involved	BudgCAPEX and	OPEX	Time limit	Deadlines
1	Development and execution of the communication strategy on the new solution	SG, ADR, DFM	SG, Communication Department, press officer	50,000,000		November - January	2023-2024
2	Registration of the communication plan in the procurement plan	SG,DFM Town Hall	PR, ADR, SG	0		November	2022
3	Supply of additional computer equipment on the site of the Town Hall and decentralized sites (pc offices, corrugated , A3 scanner, printers, laminators)	DFM Town Hall	IT and logistics department, ADR	70300000		January-December	2023
4	Tablet equipment for the various managers (the Mayor, the authorizing officer, management control, manager, receiver, supervisor, DFM, SG, etc. (10)	DFM	ADR	3000000		January-December	2023
5	Recruitment of a specialized structure for the maintenance of the solution	DFM	ADR, IT department	84000000		January-December	2023
6	The internet connection to the optical fiber of the site of the Town Hall of the District	DFM	Informatic service	2280000		January-December	2023
7	Broadband connection on decentralized sites (6)	DFM	ADR, IT department	10080000		January-December	2023
8	Capacity building of counter and supervision agents	DFM	ADR,IT department	7580000		January-December	2023
9	Acquisition of an orange money account and an escrow account at the treasury level	DFM	ADR, IT department	0		October-December	2022
10	Enrollment Tablets (30)	DFM	ADR,IT department	6450000		January-December	2023
11	Cost of emergency backup to SMTD or AGETIC (ubuntu vps server) 3T	DFM	ADR,IT department	5400000		January-December	2023
12	Online hosting cost for online production server with security certificate	DFM	ADR,IT department	12600000		January-December	2023
13	Cost of inputs and consumables	DFM	ADR,IT department	35750000		January-December	2023
14	Smartphone + powerbank for DUBOPE agents (168)	DFM	ADR,IT department	18480000		January-December	2023
15	Acquisition of the USSD code at the AMRTP level	DFM	ADR, IT department	2500000		January-December	2023
16	Conception and design of the PVC sticker	DFM	ADR,IT department	350000		January-December	2023
17	Blank blank paper film acquisition (500,000 units)	DFM	ADR, IT department	62000000		January-December	2023
18	Monitoring and evaluation	ADR DFM	SG IT department	30000000		January-December	2023
Total				400,770,000			

HOW COULD YOU SUPPORT US?

Support us to achieve our key objectives

Objective 1

- Increase revenue by at least 30% (3,800,000 euros) on sold vignettes over 1 year;
- Increase revenue by 100% with communication awareness from the 3rd year (recipe perception).



Cost: €611,862

Objective 2

- Increase revenue from transport and parking by at least 45% over 2 years (DRCTU);



Cost: €722,000

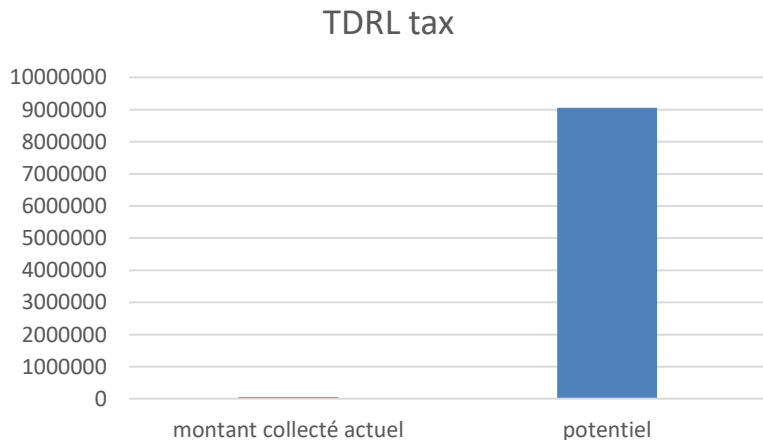
HOW COULD YOU SUPPORT US?

Objective 3

- Reach 50% of the revenue potential from road tax over 3 years (Town hall of the six Communes and the District).

Objective 4

- Reach 25% of the potential revenue from the TDRL tax over 3 years (Town hall of the six Communes and the District).



Cost: € 722 000



Cost €1,104,341

Cost: € 722 000

Total : €3,270,341



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TRAORE**
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présidente du groupe ASToN*



Mahamoudou wadidie
Directeur ADR-BKO



Mamadou Salah Kone
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Régisseur des recettes MDB



Bassidy DIABATE
Groupe suivi budgétaire



Elhadj Ere MINTA
ADR_BKO



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