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TOPLINE

LHT stays chipper on higher demand for pallets made of recycled wood

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MIGRANT WORKERS

Mindset change needed towards them and manual labour VIEWS FROM THE TOP / 12-13

JOBS SUPPORT SCHEME

Bosses may not get wage subsidies for some contract staff TOP STORIES / 3



MARK TO MARKET

Covid-19 setback a reminder for investors to tread carefully

TOP STORIES / 2

MARKETS

	Weekly	Change
STI	2,518.16	-96.44
KL COMP	1,369.85	-37.49
NIKKEI 225	19,262.00	-635.26
HANG SENG	23,831.33	-548.67
SHENZHEN B	830.10	-3.78
DOW	23,775.27	-467.22

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LIFE & CULTURE

The Business Times | Monday, April 27, 2020

TAKING HEART

Giving back with compassion and a social heart for the community

These three social enterprises are in the business of giving back – even amid tough times. **BY VIVIEN ANG**

DAGIZ is a Singapore-based bespoke gift and experience provider which is building a business-to-business (B2B) marketplace that connects corporates to products made by local beneficiaries.

That plan to enable more social enterprises (SEs) and social service agencies (SSAs) to go online to gain visibility had to be tweaked when Covid-19 pandemic broke.

Founder of the social enterprise, Tali Goldman, said: "In view of the current situation, corporates are faced with the challenge of keeping their staff engaged. Hence, we decided to change tack and help them in this area. While continuing our original plan of building a B2B marketplace, we also quickly pivoted to staff engagement needs of these large companies which had more than 2,000 employees each."

Dagiz quickly curated the SEs and SSAs which big corporations, such as PayPal and Johnson and Johnson, want to support.

The eight-year-old firm created a microsite – which was launched on Friday – with the individual company's logo and objectives so that multinational corporations (MNCs) can appeal to their staff to support a good cause with their consumption power.

Dagiz founder and managing director Tali Goldman: "Evolving our business operations will help keep our staff employed in this unprecedented time."



"As the microsite is customised to match the social outcomes of the individual corporations, the companies can easily measure their spending and contribution to the SEs and SSAs. As the corporations pay for the site setup and operations, we are not taking any transactional fees from the SEs and SSAs on sale proceeds made through the site," said Mrs Goldman, who is also managing director of the company. The initiative, Heartgifts, aims to sell products made by beneficiaries employed by the SSAs and SEs.

"By collating these products under on roof, curating relevant ones for Mother's Day and upcoming festivities such as Hari Raya, we are helping MNCs to reach out to their staff and fulfil their corporate CSR goals as well," said Mrs Goldman.

When asked about the challenges faced, the managing director said that they had to come up with a project that was not exorbitant but fully functional within a short span of time.

On the supply side, some SSAs were closed, so the variety of products Dagiz could offer was limited.

"But we look at challenges as learning opportunities. So, we did some research on the technological aspect

and business solutions available and are working with our clients as partners in this journey. We also connected with other SEs that are still in operation albeit in downsized versions for their products," added Mrs Goldman.

The mum of two added that the situation really tested the company's ability to adapt swiftly.

Although the firm's business has been affected – orders have been either put on hold or cancelled – the 43-year-old said: "We see this as an opportunity to continue supporting our community. Evolving our business operations will help keep our staff employed in this unprecedented time."

The initiative will continue after this period.

"This project will only get bigger and more permanent even as our lives resume to a new normal.

Whatever efforts we have put in now will form a stepping stone for our future plans," she said.

Rashi Jaipuriyar, creative head of Dagiz Pte Ltd, said: "Working with Dagiz for over a year now, I am proud to be part of the team and the initiatives it supports – which include Empowering the Women.

"This is a difficult time for both employers and employees, and as we overcome this period, all employers should strongly focus on finding alternative long-term solutions of keeping everyday work going without being fixated on the standard way of working in the office. Employers should also reflect compassion to their employees who have proven their talent. Providing financial stability and emotional support is essential for employers now more than ever."

CRYPTIC CROSSWORD

