

## Training for Women Entrepreneurs on Promoting Business through E-commerce and Digital Marketing

23-24 March 2023

Venue – UNESCAP- South and South-West Asia office, New Delhi

### Tentative Programme

| Day 1: Thursday, 23 March 2023 (India Standard Time) |  |
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| 9:30 - 10:00   | <b>Registration</b>  |
| 10:00 - 10:15  | <b>Inaugural session</b><br><i>Welcome Remarks:</i> <ul style="list-style-type: none"> <li>• <b>Dr. Rajni Aggarwal</b>, President, Federation of Indian Women Entrepreneurs (FIWE), India</li> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi</li> </ul> |
| 10:15 - 10:30  | <b>Group Photo /Tea Coffee</b>   |
| 10:30 - 11:30  | <b>Session 1: Self- introduction by Participants</b>   |
| 11:30- 12:30   | <b>Session 2: Introduction - Online e-learning course on e-commerce and digital marketing and beginner’s manual</b> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi</li> </ul>   |
| 12:30 - 14:00  | <b>Lunch</b>   |
| 14:00- 15:15   | <b>Session 3: Digital marketing using social media platforms for promoting business</b> <ul style="list-style-type: none"> <li>• <b>Ms. Suveera Saxena</b>, ESCAP South and South-West Asia Office, New Delhi</li> </ul>   |
| 15:15- 15:30   | <b>Tea/Coffee</b>  |
| 15:30 – 16:30  | <b>Session 3: Product Development and Branding</b> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi</li> </ul>  |

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| 16:30 - 16:45   | <b>Recap for Day 1</b> <ul style="list-style-type: none"> <li>• <b>Ms. Suveera Saxena</b>, ESCAP South and South-West Asia Office, New Delhi</li> </ul>   |
| <b>Day 2: Friday, 24 March 2023 (India Standard Time)</b> |   |
| 9:30 - 10:00  | <b>Registration</b>   |
| 10:00 – 11:00   | <b>Session 4: Exploring Marketing and Financial viability</b> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi</li> </ul>  |
| 11:00 - 11:15   | <b>Tea/Coffee</b>   |
| 11:15- 11:45  | <b>Session 5: Sharing of experiences of their journey</b> <ul style="list-style-type: none"> <li>• All participants</li> </ul>  |
| 11:45 - 13:30   | <b>Session 6: Exhibition of products and services and networking with fellow women entrepreneurs</b> <ul style="list-style-type: none"> <li>• All Participants</li> </ul>   |
| 13:30 - 14:30   | <b>Lunch</b>  |
| 14:30 - 14:45   | <b>Session 7: Post training feedback</b> <ul style="list-style-type: none"> <li>• <b>Ms. Suveera Saxena</b>, ESCAP South and South-West Asia Office, New Delhi</li> </ul>   |
| 14:45 - 15:00   | <b>Concluding session</b><br><b>Remarks:</b> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi</li> <li>• <b>Rajni Aggarwal</b>, President, Federation of Indian Women Entrepreneurs (FIWE), India</li> </ul> |