National Training of Women Entrepreneurs of Sri Lanka

on Enhancing Business Opportunities Through Digital Tools

21-22 December 2023

Venue: Renuka City Hotel, Colombo

1. Introduction

With an aim to facilitate and support women entrepreneurs, UNESCAP piloted a "E-Commerce Capacity Building for Women-led MSMEs in South Asia" for empowering women-led MSMEs in South and South-West Asia in exploring new business opportunities and becoming part of new local, regional and international supply chains through the use of e-commerce and digital marketing tools. UNESCAP had developed e-learning courses and training manuals for the women entrepreneurs. This national training will help select women entrepreneurs of Sri Lanka on enhancing business through use of digital tools as well as product and market development. The training will also introduce the Strategy to Promote Inclusive and Sustainable Businesses to Achieve the Sustainable Development Goals in Sri Lanka to the participants and also network amongst themselves as well as learning from each other.

2. Objectives

The training aims to provide the following to the women entrepreneurs:

- introduction to product and market development
- understanding nuances of e-commerce and digital tools to promote business
- building a network of women entrepreneurs.
- Promoting environmentally and socially sustainable businesses

3. Prerequisites for women entrepreneurs

Since this is in-person workshop where participants would be joining together in a hall, the participants are required to adhere to the following prerequisites:

1. Download Beginner's Manual on Digital Marketing and e-Commerce (website: https://www.unescap.org/kp/2022/beginners-manual-digital-marketing-and-e-commerce#)
2. Undertaken basic e-learning course on e-commerce at your own pace (website is under maintenance. The link is https://www.unescap.org/projects/wecom/resources)
3. Required to bring a personal laptop/tab with internet connectivity on all the days of the training.

4. Need to have a valid email account
5. Have a product/service brochure of their business and bring a soft copy to the training

4. Programme

Day 1: 21 December 2023 (Thursday)	
9:00-09:30	**Registration**
09:30 – 10:30	***Inaugural session and Introduction*** ***Welcome Remarks:*** • **Ms. Chamindry Saparamadu,** Director General, Sustainable Development Council of Sri Lanka **(5 min)** • **Ms. Gayani de Alwis ,** Vice Chairperson - Women's Chamber of Industry & Commerce, Global WiLAT Chairperson, (5 min) • **Dr. Rajan Sudesh Ratna,** Deputy Head, ESCAP South and South-West Asia Office, New Delhi (5 min) ***Special address:*** **Ms. Chiyo Kanda,** World Bank's Country Manager, Maldives and Sri Lanka, South Asia **(10 min)** ***Self-Introduction by the participants***
10:30- 10:45	**Networking break (Tea/Coffee)**
10:45-11:15	**Session 1: Rebuilding Sri Lanka: Opportunities for Inclusive and Sustainable Women-centric Business** • **Mr. Vikum Rajapakse,** Co-Founder and Managing Director, Kantala (Private) Limited
11:15 - 12:00	**Session 2: Introduction - Online e-learning course on e-commerce and beginner's manual** • **Dr. Rajan Sudesh Ratna,** Deputy Head and Senior Economic Affairs Officer, ESCAP SSWA New Delhi
12:00-13:30	**Lunch**
13:30 – 14:30	**Session 3: Introduction to Digital Marketing and E-commerce** • **Ms. Suveera Saxena,** ESCAP resource person, New Delhi
14:30 – 15:15	**Session 4: Product Development and Branding** • **Dr. Rajan Sudesh Ratna,** Deputy Head, ESCAP South and South-West Asia Office, New Delhi
15:15 – 15:30	**Tea /Coffee**

15:30 – 16:45	**Session 5: Hands on training on using digital marketing platforms** • **Ms. Suveera Saxena,** ESCAP resource person, New Delhi
16:45- 17:00	**Recap and conclude for the day**
Day 2: 22 December 2023 (Friday)	
9:00 - 9:30	**Registration**
9:30 – 10:45	**Session 6: Effectiveness and impact of packaging in product marketing** • **Ms. Tusitha Kumarakulasingam,** Transformation Catalyst/Board Member/Strategy Consultant, WCIC, Sri Lanka
10:45 - 11:00	**Tea/Coffee**
11:00 – 12:15	**Session 7: Building Business Brilliance Strategy** • **Ms. Divya Jesulla Dsouza**, ESCAP resource person, New Delhi
12:15 - 13:45	**Lunch**
13:45 - 15:30	**Session 8: Panel discussion on "Enhancing the potential of women entrepreneurs through digital market access"** **Moderator: Ms. Tusitha Kumarakulasingam**, Transformational Catalyst Board Member/ Strategy Consultant, Women's Chamber of Industry & Commerce Sri Lanka **Panelists:** • **Mr. K.M.Rizvi,** Director, Ministry of Industries of Sri Lanka • **Mr. Janik Jayasuriya,** Managing Director, Celeste Daily • **Ms. Oshadhi Karunaratne,** Imperial Tea Exports Pvt. Ltd. • **Mr. Mohan Gamage**, Chief Marketing Officer, PickMe (Digital Mobility Solutions Lanka (PVT) Ltd) Q & A session
15:30 - 15:45	**Tea/Coffee**
15:45- 16:30	**Concluding session** • **Dr. Rajan Sudesh Ratna,** Deputy Head, ESCAP South and South-West Asia Office, New Delhi • **Ms. Tusitha Kumarakulasingam,** Transformational Catalyst • Board Member/ Strategy Consultant, Women's Chamber of Industry & Commerce Sri Lanka