Session 3: Introduction - Online e-learning course on e-commerce and digital marketing

Training of Women Entrepreneurs on Leveraging Digital Infrastructure for Promoting Business through E-commerce and Digital Marketing

06 June 2022
Kathmandu, Nepal

Dr. Rajan Sudesh Ratna
Deputy Head
South and South-West Asia Office
UNESCAP, Delhi
ratna@un.org
Presentation structure

- Pre-requisites
- About the training
- Website and social media
- Display of products and services
- Register for e-learning course (5 minutes)
Pre-requisites

- Identity proof issued by National agency
- Registration/permit of their business (firm/company) (optional)
- Address proof
- Social media account links (optional)
- Products and their prices or any brochure
- Company/firm/business profile
About the training

• After a series of online trainings this is the second physical hands-on training
• We will see your real performance
• Exhibition/display with monitored online enquiry generation
• Exhibition: In turns (2 lots); identify products that you want to order:
  ➢ 9 June 2022: 14.15 – 15.45
  ➢ 9 June 2022: 16:00- 17:30
• Online enquiry generation: have to create at least two enquiries
Workshops/Trainings

**National Inception:**
Nepal – 11-12 September 2019
Bangladesh – 11 December 2019
Bhutan – 4-5 February 2020
Afghanistan – 28 January 2021

**Project launch and dissemination:**
Sri Lanka – 27 September 2019
Pakistan – 4 December 2019
India – 24 December 2019
SAWDF event, Nepal – 13 September 2019
High-level Forum on Empowering Women To Join Global Value Chains Through E-commerce: Experiences In South Asia In COVID-19 Context - 20 October 2020

**Online trainings:**
April, June and October 2021 – regional
National – Pakistan and India

**Physical training:**
Nepal: 4-6 April 2022

A total of 1410 women entrepreneurs have been trained so far (1560 including males)
Online trainings
Project Platform
https://www.unescap.wesellonline.org/

8197 hits since launch
5 minutes to browse the webpage

https://www.unescap.wesellonline.org/
Events

22 & 23 June 2021

ONLINE TRAINING OF WOMEN ENTREPRENEURS ON EXPANDING ONLINE BUSINESS THROUGH E-COMMERCE PLATFORM AND DIGITAL MARKETING

CONCEPT NOTE  COURSE DOCUMENTS

8th Apr 2021

ONLINE TRAINING COURSE ON E-COMMERCE AND DIGITAL MARKETING FOR WOMEN ENTREPRENEURS OF SOUTH ASIA

CONCEPT NOTE

28 Jan 2021

NATIONAL INCEPTION WORKSHOP ON 'E-COMMERCE CAPACITY BUILDING FOR WOMEN-LED MSMEs', AFGHANISTAN - 28TH JANUARY 2021

CONCEPT NOTE

PAST EVENTS

Video Channel

Sucess story of women entreprenuer from Bhutan

Watch on YouTube

SUCCESS STORY OF A WOMAN ENTREPRENEUR FROM BHUTAN
How many of you want to be here?
Online E-learning Course on Digital Marketing and E-commerce

• Self paced online course
• 4 modules followed by a test
• Upon successful completion of test, certificates can be downloaded

LINK TO REGISTER
https://www.unescap.wesellonline.org
Background

South Asia is a rapidly growing subregion comprising 8 countries, home to a quarter of the world’s population. An important area for realizing inclusive and sustainable regional development are the MSMEs, which play a key role in the economic growth and social development of the region. The UN is working closely with the ESCAP to support MSMEs in South Asia.

E-commerce Capacity Building Portal for Women-led MSMEs in South Asia

Tuesday 20 October 2020

https://www.unescap.wesellonline.org/
Is this your first time here?
For full access to this site, you first need to create an account.
Create new account

FILL THIS FORM
Click on e-learning course icon.
E-commerce platform - WESELLONLINE
(Women Entrepreneurs Sell Online)

- Training Platform to build capacity of women entrepreneurs – how to connect to e-market place
- Display products/services to generate enquiries from potential customers
- Helpline available to support the women entrepreneurs

https://www.wesellonline.org

392 women entrepreneurs registered on Wesellonline
Housekeeping announcements

- Day 2 onwards: Designated seating (will be circulated on WA group tonight)
- Register online on airlines as appropriate and fill the traveler declaration as well
  [https://imuga.immigration.gov.mv/ethd/create](https://imuga.immigration.gov.mv/ethd/create)

- Certificates: will be sent later by email. We will verify:
  - Completed e-learning course
  - Feedback
  - Wesellonline Registration
  - Enquiry
Thank You!