Empowering Women Entrepreneurs in Bangladesh Through

Digital Skill Development Training Program Through CWE

Md Shahid Uddin Akbar
CEO, BIID Foundation, Bangladesh
50% of Population are Women in Bangladesh
62% Young Women NOT in Employment, Education

What is NEET?
Young people aged between 15 years and 24 years who are 'not in education, employment or training' (NEET)

NEET
- Total population in Bangladesh is 16.98 cr
- Number of total young people who are NEET: 1.28 cr
- NEET youth in % of total population: 40.67%

Female NEET
- In 2022: 61.71%
- In 2021: 59.18%

Male NEET
- In 2022: 18.59%
- In 2021: 19.94%

Why the number of female NEET on the rise?
- Lack of suitable jobs
- Lack of technical and vocational training
- Higher rate of female drop-outs in post-pandemic era
- Low investment in education
- Lack of social and economic security

Source: BBS 2022
Brief on CWE

The Catalyzing Women’s Entrepreneurship programme aims to advance women entrepreneurship and market participation in the Asia-Pacific region, resulting in poverty reduction, improved livelihoods and economic growth.

CWE initiative fostered towards creating a “Gender Responsive Entrepreneurial Ecosystem” and supported enhancing women entrepreneurs' access to capital through innovative financing mechanisms, and increase women entrepreneurs' use of ICT through relevant training and tools.
CWE – Example of PPP Model

UNESCAP APCICT

Business Association

Women Entrepreneurs

SME Foundation

BIID Foundation

BCC, ICT Division
The CWE Training was Inclusive and Relevant.

Cox’s Bazar, Bangladesh
## CWE Program Covered SMART Skills (Digital & Business)

<table>
<thead>
<tr>
<th>Digital Skills</th>
<th>Basic Business Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of Spreadsheet, Word etc.</td>
<td>Business Planning – BPC</td>
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<tr>
<td>Graphic Design</td>
<td>Management and Operation</td>
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<td>Video Making</td>
<td>SWOT Analysis</td>
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<tr>
<td>Social Media Management</td>
<td>Negotiation</td>
</tr>
<tr>
<td>Special Skills like QR Code etc.</td>
<td>Compliances</td>
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</tbody>
</table>
Hands on ICT Training
Bundling with WIFI – At a Glance

• Program design and course design (Phase 1) : UNESCAP/APCICT
• Launched in Bangladesh in 2017
• Supported by: Bangladesh Computer Council (BCC), ICT Division
• Facilitated by: Bangladesh Institute of ICT in Development (BIID)
• Methodology: Phase 1 – in Person, Phase 2 – Virtually (Online) + In Person
• Course Duration: 12 Online Class, 2 Hours per Class
• Total No. of Trainee (Till April 2024): 5000+
Going Virtual – 7 Reasons & Benefits

1. COVID 19 pandemic
2. More women entrepreneurs are now doing business online, primarily in social media
3. Reaching the last mile
4. Inclusive
5. Cost effective
6. Scalable
7. Convenient for training facilitation
WIFI is More Than a Training Program

- BIID offer Business Development Services (BDS) to the women entrepreneurs under WIFI program
- Maintain a network at social media platform to share and connect
- Organize special sessions on thematic topics like access to finance, business planning, marketing, Certification (QC & Standards) etc.
- All WIFI participants are automatically enrolled for B-Lab (BIID Innovation Lab) to offer virtual incubation service
- WIFI participants get priority to avail other training programs offered by BIID
Adopting CWE in WIFI 2.0
WIFI/CWE is Everywhere

**WIFI Version 1.0 (August 2020-May ‘22)**
Covered: 64 Districts
Batches: 116 (Completed)
Participants: 3700+

**CWE/ WIFI V2.0 (Sept. ‘22 – April ‘24)**
Covered: 32 Districts
Batches: 48
Participants: 1500+

Since 2017 to January 2024: 5000+
Why CWE has been Important?

Bangladesh has a mandate to build **SMART Bangladesh** by 2030

Social media opened up **new opportunity** for Women entrepreneurs

**Skill gaps** hindering the growth of business

To make Women entrepreneurs more **Competitive**
CWE: Creating Positive Impact
Enhancing Digital Skills of Women Entrepreneurs to Become More Competitive

Learn and Use QR Code for Business Profile

Inclusive Participation from Remote Locations
Entrepreneurs Speaks About the Program

“WIFI ট্রেনিং আমার করা প্রথম ট্রেনিং ছিলো। আমি জানতাম না পাদতিকের জন্য ট্রেন নামেনর কতটা গুরুত্বপূর্ণ তা আমি এই ট্রেনিং থেকে জেনেছি। আমি চিন্তিত হলে কি কি প্রয়োজন তাও জানতাম না। যা আমি এই ট্রেনিং থেকে জেনেছি।

কেয়া রানী দেব নাথ
অর্ধমাত্রা-Ordhomatra, WIFI Batch-84

"আমার উদ্যোগে WIFI ট্রেনিং এর ভূমিকা অপরিসীম। ট্রেনিং করার কারণে বিজ্ঞানের পরিচালনা, মার্কেটিং, প্যাকেজিং নিয়ে ধারণা দেয়া হয়। আমি WiFi ট্রেনিং করতে সেবে খুবই আলমিত। এখানে অন্য প্রতিষ্ঠানের কথা বলার সুযোগ থাকে যেটা মেকার ট্রেনিং যে খুব গুরুত্বপূর্ণ। বি ন্যান্য থেকে আমি করি উদ্যোক্তাদের বিভিন্ন ট্রেনিং অনুষ্ঠান করবেন।

Aysha Janan
Sprinkle sweetness, WIFI Batch-99
Search Results
in WIFI Bangladesh

Search Facebook

Filters
- Posts You've Seen
- Most Recent
- Posted by
- Tagged Location
- Date Posted

Search for: executive director

Rokkya Sultana
October 3, 2020

 meses karon kya ya shikhete porechhi tera mone abar ajantrik golpo purbochhi thek lassenden. Shahid Uddin Akbar
saxier sushumonerre and aapurder diskardinoshon aami aamer thek lassenden kore foklam. Aamer Fathia Islam
apu karmane apu abar apu.

Aar sar kichura mole chile WE group er support.

Dhannbad rajbari ahamma saar er sunder ek paltform gochho tolone jano. Asoykh dhannbad nisha
Aapuke deshia phor eri group er sunder thake eri Aepiye nirey jhoro jano.

Ute group er tatachorki jemudore ke aami kirtong.
Sobar khawt kore aami shikhet porechhi.

Aire achen kichura shikhe samoner dekhe egeriye pete thei sobar sabe.

Dhannbad sobhakone

Aami cokkhoi muhona kaj kishbi thayianer thaiter saudi nihone bishesh kore hasinkho jamanone o

Rokkya Sultana
Founder & Managing director: Quality Shareez — with Razib Ahmed and Nasima Akter
Nisha.

месина, Fathia Islam and 34 others

6 comments

Like

Comment

Send
CWE/WIFI Participants in Social Media

Women ICT Frontier Initiative (WIFI)
Participants of Online WIFI Training
Screenshots of Online Sessions of CWE / WIFI

Online version of the Training ensured participation of entrepreneurs from remote locations ....

Executive Director, BCC (Below)
Certificate Issued by BCC

Bangladesh Computer Council

Certificate

Certificate No: CEC-08476

Issued to:

Sahana Hossain

The above mentioned has successfully completed the training on

"Development of Women Entrepreneurs" under
Women ICT Frontier Initiative (WIFI) of UN-Government
From 30-20 December 201

Organized by
Bangladesh Computer Council (BCC)
In cooperation with
Bangladesh Institute of ICT Development (BIID)

Saleha Hossain

May 27, 2022

আলাদামুদ্রিত পত্রে গেছি আমার সার্টিফিকেট।
বাংলাদেশের নারী উদ্যোক্তাদের জন্য Bangladesh Institute of ICT in Development (BIID) ট্রেনিং এর আয়োজন করেছেন। যার নাম women ICT Frontiers Initiative (WIFI) বাংলাদেশ কম্পিউটার কোর্স (BCC), ICT division for supporting this training program( BIID)

আমি সালোহ
Posters – Immediate Results

Women and ICT Frontiers Initiative 2.0
Duration: 29 January to 11 February

WIFI Bangladesh
Shamima Sultana
Women and ICT Frontiers Initiative 2.0 and BCC

Women and ICT Frontiers Initiative 2.0
Batch: 34
Duration: 15th Jan - 28th Jan 2023
Summary

Bangladesh addressed the **Challenges** with a positive approach of partnership, collaboration and empathy.

We adopted the **Learning** in our regular training programs.

Sustaining the CWE impact through continuous support and **mentoring** the women entrepreneurs.

Let’s pursue the holistic approach of supporting the **entrepreneurial eco-system** (Demand, Supply and Policy).
Thank You

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