Regional Training of Women Entrepreneurs on Utilizing E-commerce and Digital Marketing Platforms for Enhanced Access to Supply Chains

Session 1: Introduction - Online e-learning course on E-commerce and Digital Marketing

6 September 2022

Dhaka, Bangladesh

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About the training and pre-requisites for this training

- **Objective**
  - This training aims enhance the knowledge and capacity of women entrepreneurs to use digital and online platforms for promoting business through e-commerce and creating awareness about the existing opportunities.

- **Pre- requisites for this training**
  - Identity proof issued by National agency
  - Registration/permit of their business (firm/company) (optional)
  - Address proof
  - Social media account links (optional)
  - Digital brochure with details about your products, their prices etc.
  - Company/firm/business profile

Progress made till date











- **National inception workshops held**
- **Online e-learning course on Digital Marketing and E-commerce is live**
  - https://www.unescap.wesellonline.org/elearning/
- **Beginner's manual on Digital Marketing and E-commerce launched**
  - https://www.unescap.wesellonline.org/Ecommerce-manual/
- **Online e-commerce training platform is live**
  - https://www.wesellonline.org/
- **Hands on trainings being held:**
  - **Five virtual workshops including three regional and two national focused**
  - **Two physical regional workshops in Nepal (April 2022) and Maldives (June 2022) & one national in India (Aug 2022)**

Glimpses from earlier trainings





National Inception trainings

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

A total of 1600 women entrepreneurs have been trained so far

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

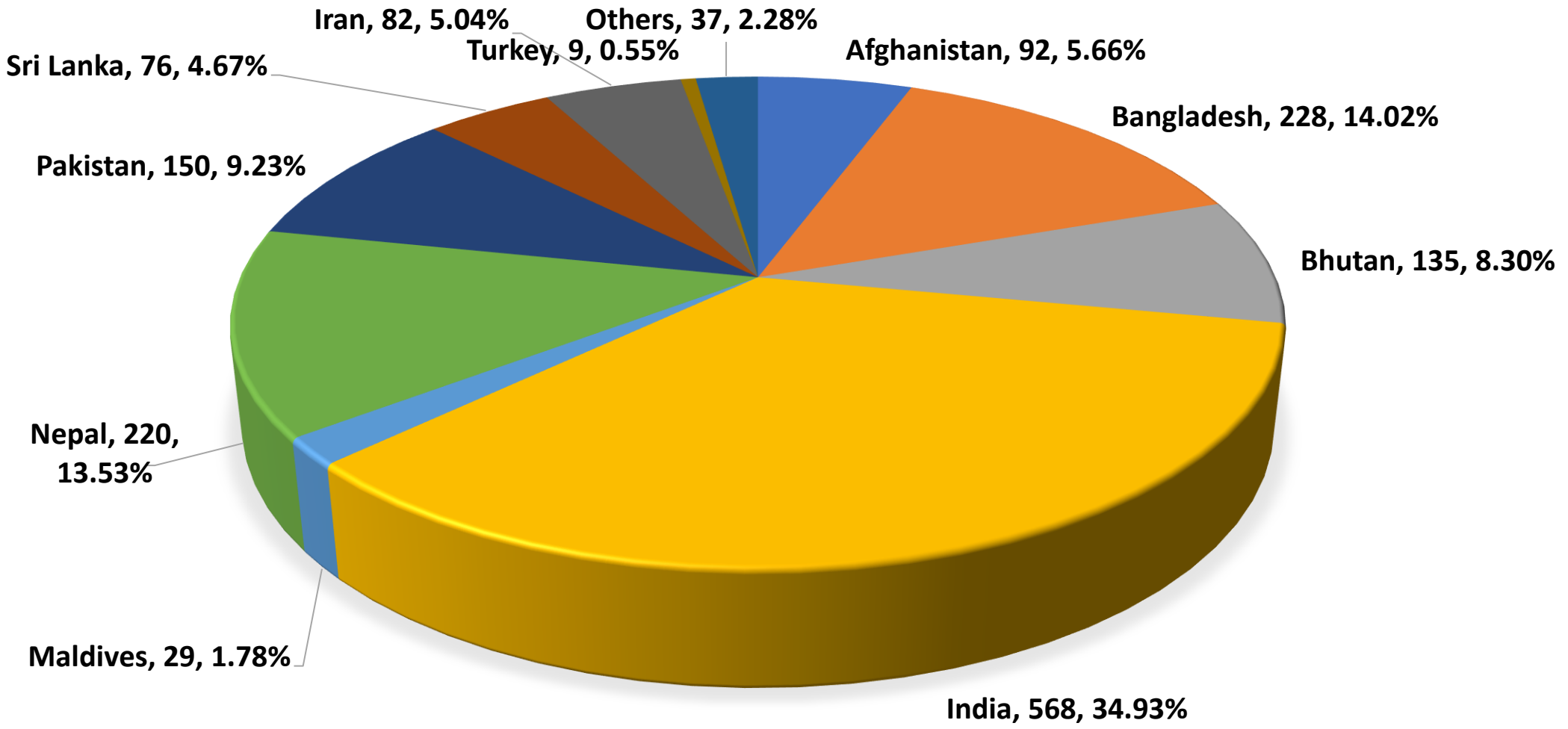
- Regional - April, June and October 2021
- National – Pakistan and India



Physical training

- Nepal - 4-6 April 2022
- Maldives – 6-9 June 2022 , India (2-3 Aug 2022)

Country wise break up of previous training participants



Glimpses of earlier trainings (cont.)





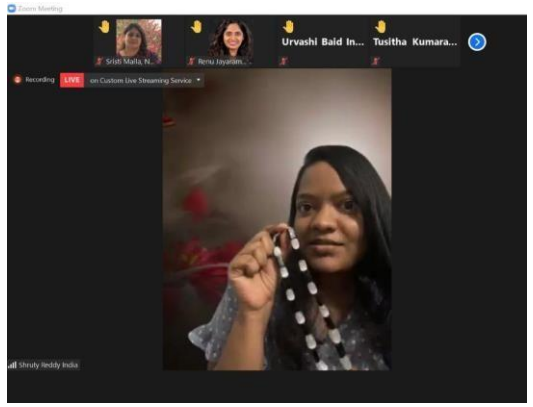


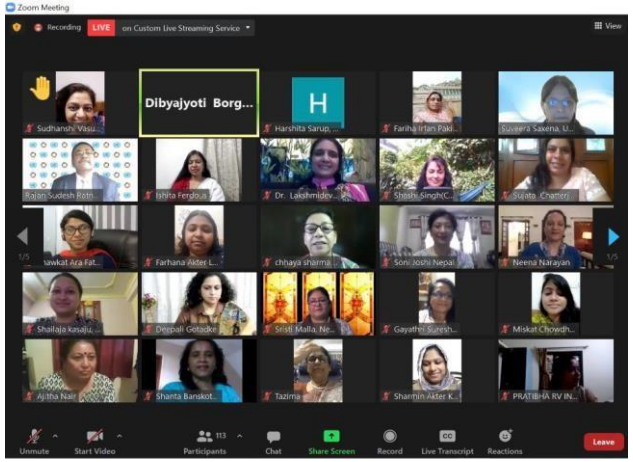


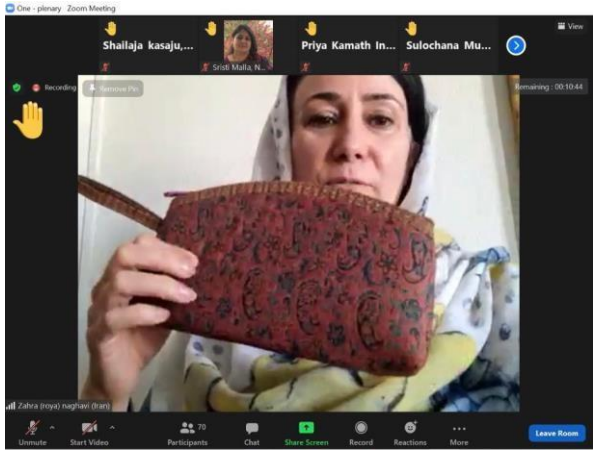
Glimpses of earlier trainings (cont.)





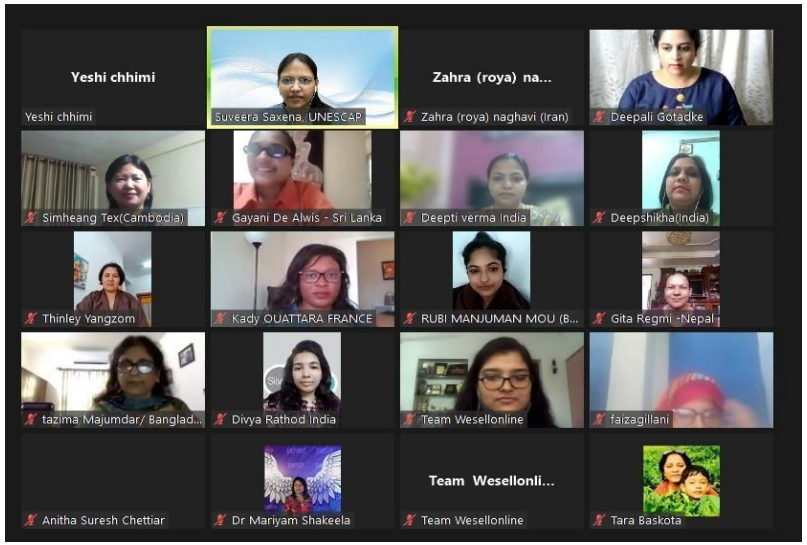


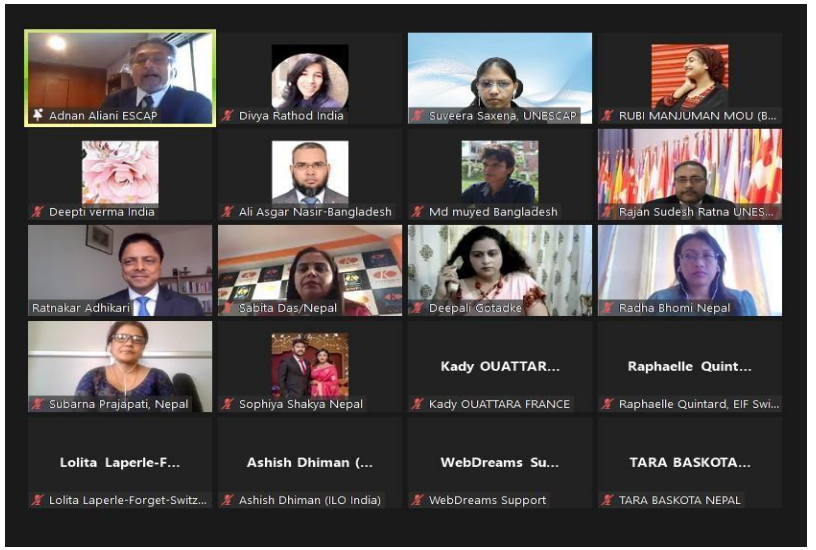




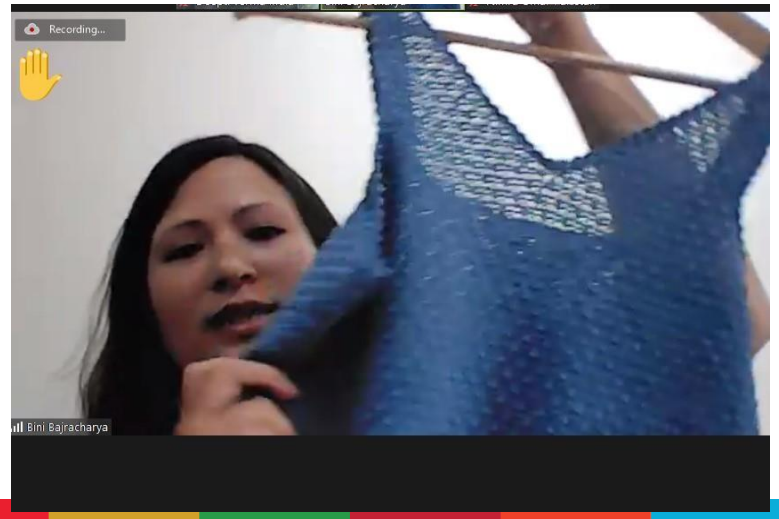


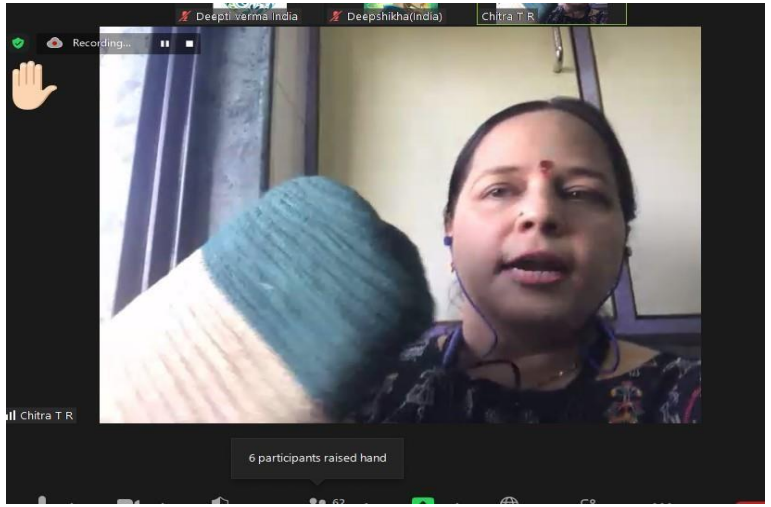
Glimpses of earlier trainings (cont.)

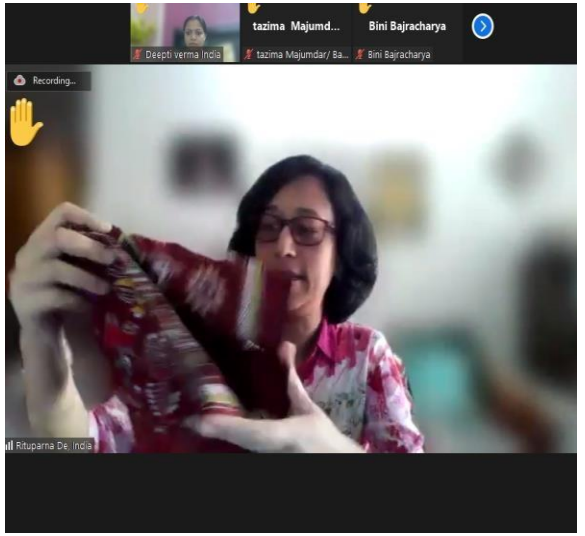












Glimpses of earlier trainings (cont.)





Results and impact

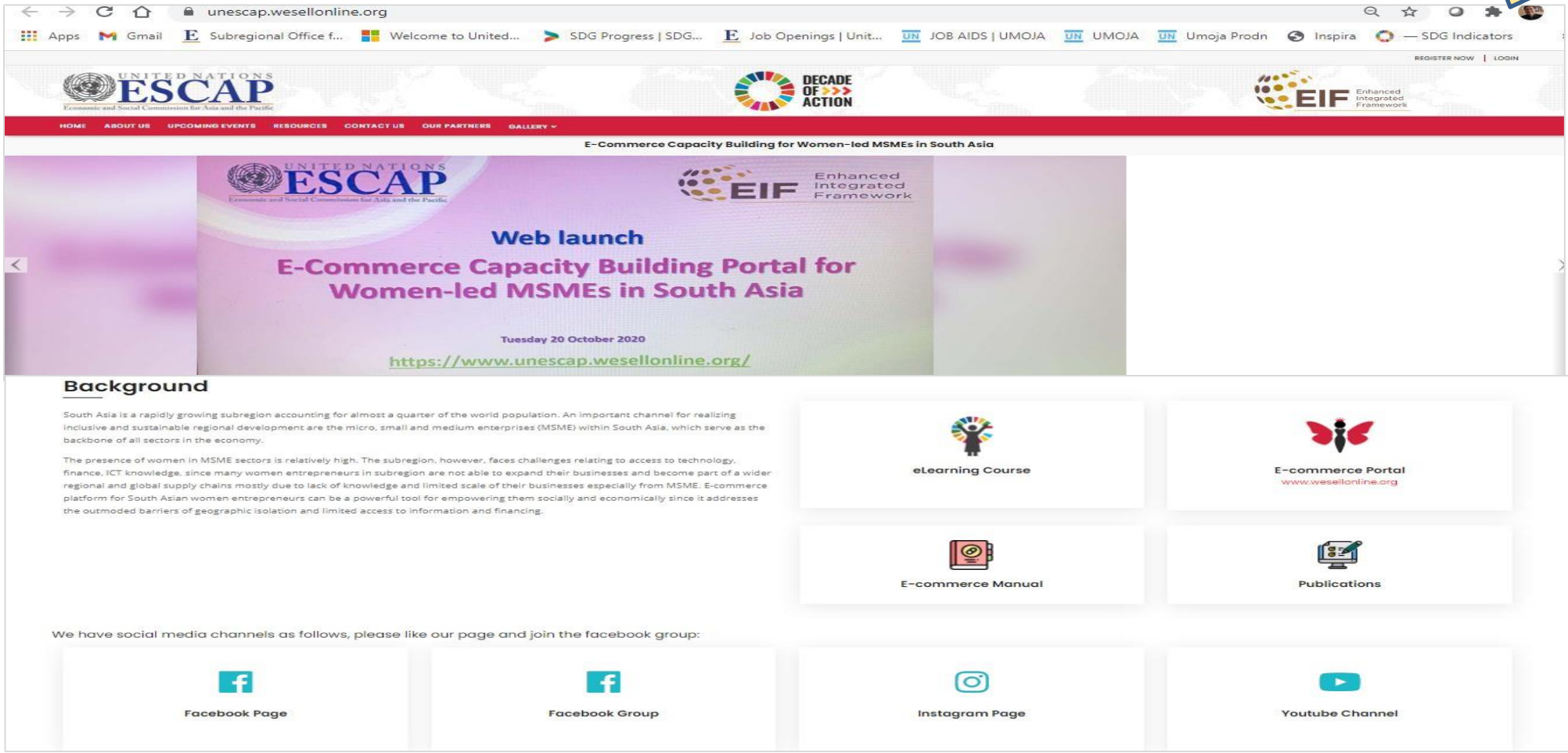
- ✓ **Trained/Networked ~1600 Women Entrepreneurs (WE)**
- ✓ **Websites developed and launched – October 2020 (~10000 hits) + Helpdesk service +Facebook + WhatsApp groups created**
- ✓ **~700 have completed the online e-learning course**
- ✓ **603 women entrepreneurs registered 23 countries (South Asia and Africa) with ~850 products and ~244 services, additional 131 customers from 52 countries (as on 4Aug'22)**
- ✓ **526 enquiries on goods and 312 on service inquiries generated (April 2021 – 04 Aug 2022)**

- ➢ **94% of trained WE agreed that their capacity enhanced to do online business**
- ➢ **84% stated in survey that their business expanded online.**

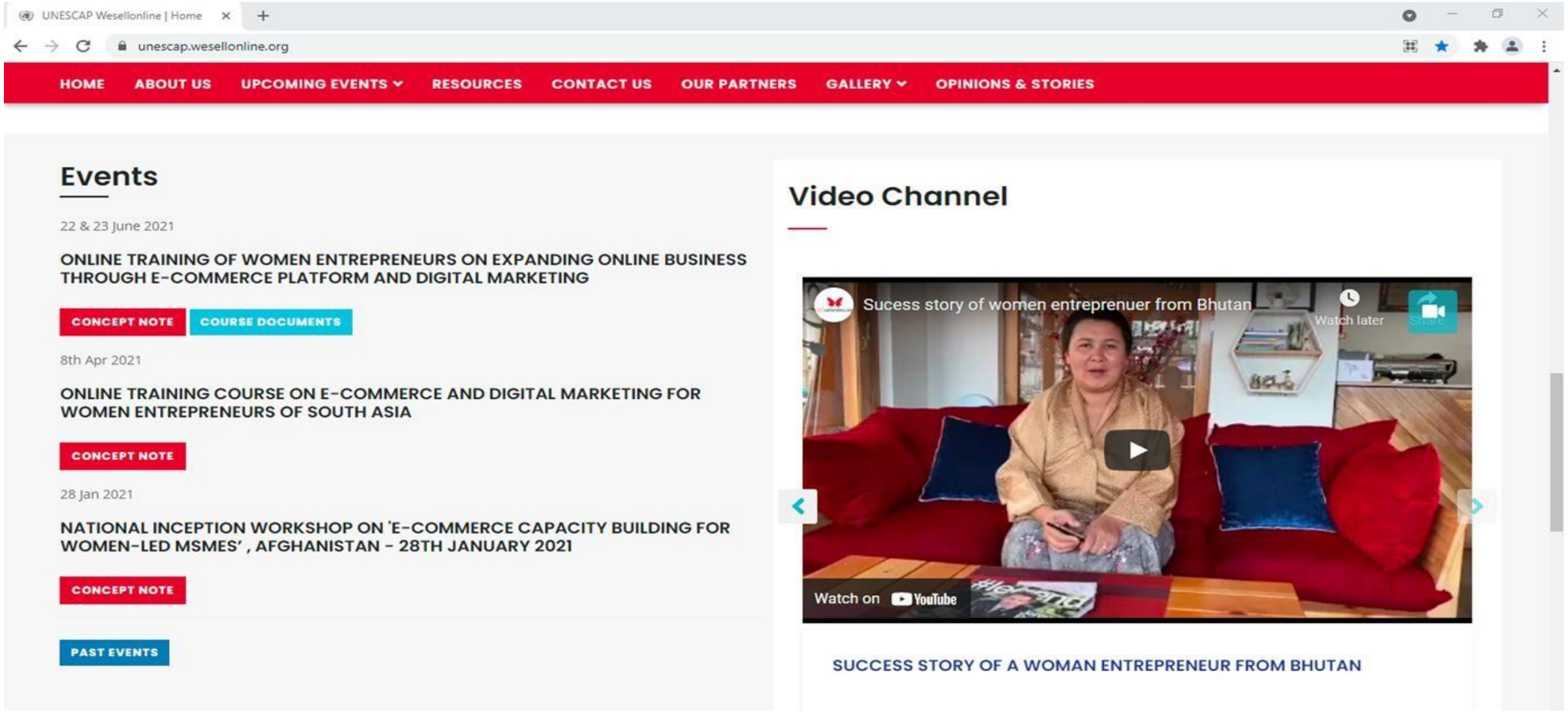
Project platform

9449 hits since launch

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



Project platform (cont.)



Project platform (cont.)

5 minutes to browse the webpage

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

Online e-learning course on Digital Marketing and E-commerce

- Link to register :

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



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

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EIF Enhanced Integrated Framework

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E-Commerce Capacity Building for Women-led MSMEs in South Asia



Click this icon

Background

South Asia is a rapidly growing subregion accounting for almost a quarter of the world population. An important channel for realizing inclusive and sustainable regional development are the micro, small and medium enterprises (MSME) within South Asia, which serve as the backbone of all sectors in the economy.

The presence of women in MSME sectors is relatively high. The subregion, however, faces challenges relating to access to technology, finance, ICT knowledge, since many women entrepreneurs in subregion are not able to expand their businesses and become part of a wider regional and global supply chains mostly due to lack of knowledge and limited scale of their businesses especially from MSME. E-commerce platform for South Asian women entrepreneurs can be a powerful tool for empowering them socially and economically since it addresses the outmoded barriers of geographic isolation and limited access to information and financing.

eLearning Course

E-commerce Portal
www.wesellonline.org

Type here to search

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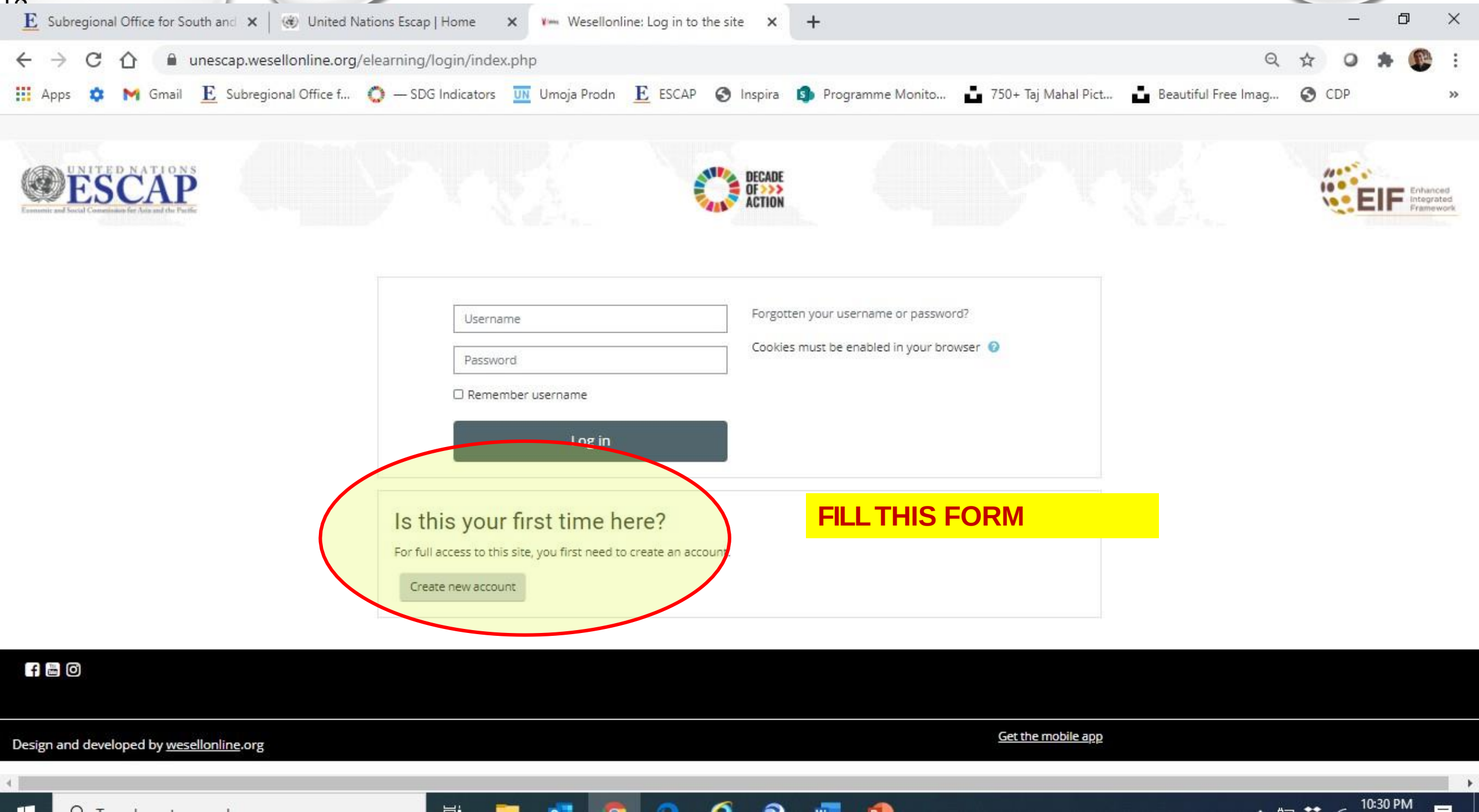
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E-commerce Manual

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Workshops & Courses



Online e-learning course on Digital Marketing and E-c...

Course ›



4-6 Oct e-commerce workshop

Course ›

Navigation

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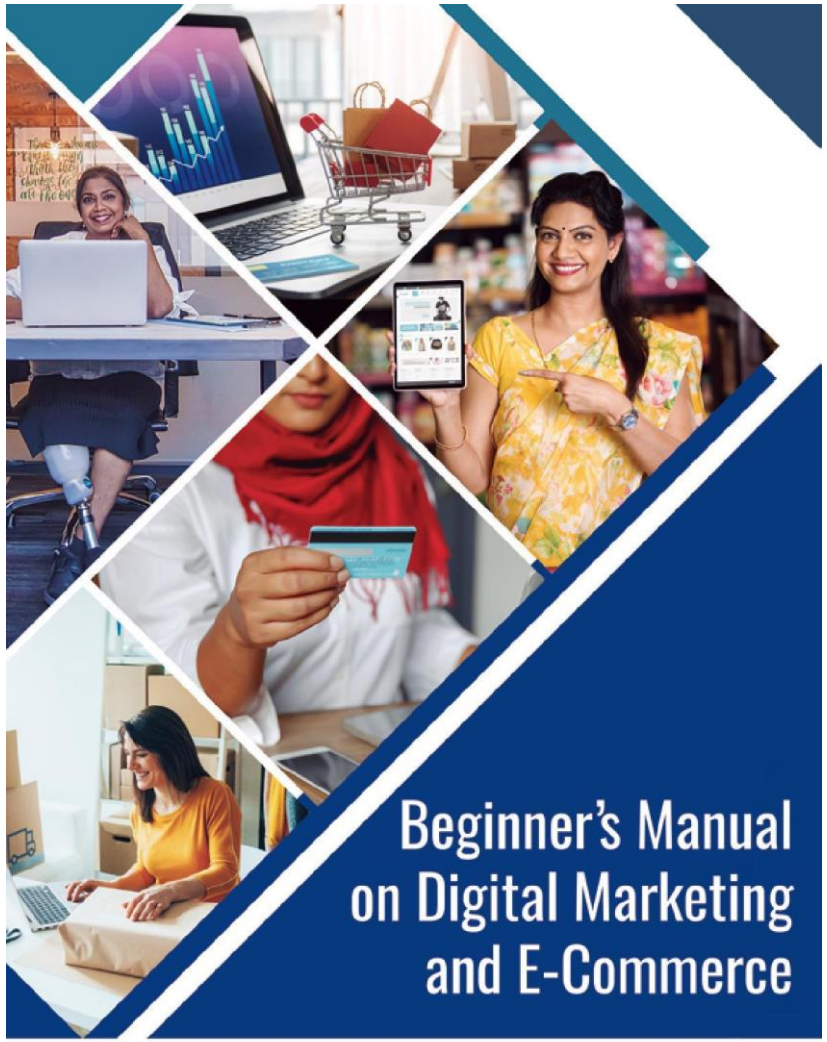
Beginner's manual on Digital Marketing and E-commerce

- **Link to download**

https://www.unescap.wesellonline.org/Ecommerce-manual/

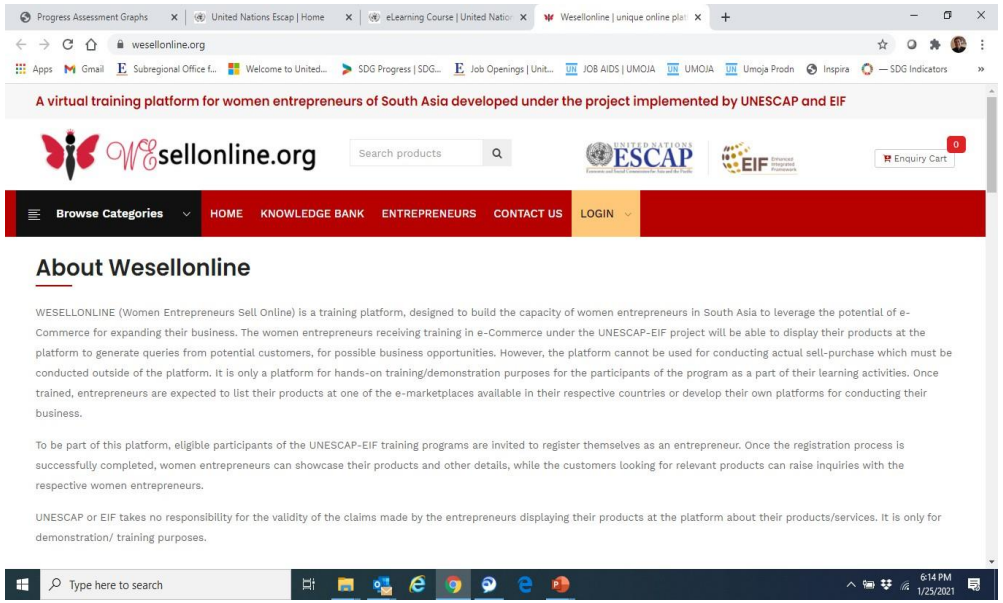
- ✓ **A step-by-step guide on how to start an online business to provide practical, hands-on training for women entrepreneurs**
- ✓ **Can be used by anyone to understand:**
  - ➢ **Concepts of e-commerce and digital marketing**
  - ➢ **Using social media and registering with various e-market places**
  - ➢ **Upload product and services catalogue, inventory management**

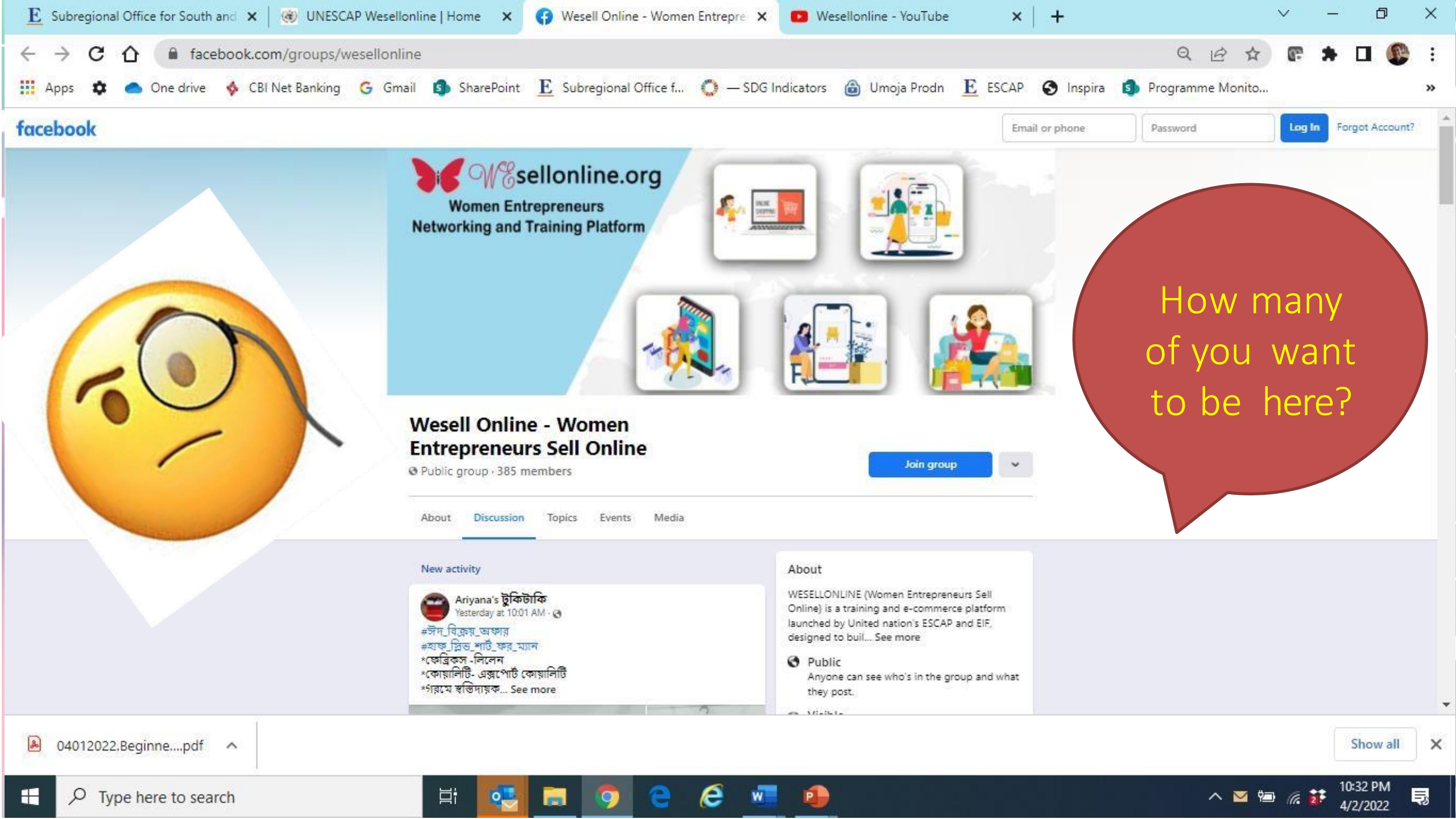


Online e-commerce training platform - Wesellonline

https://www.wesellonline.org/

- ✓Unique platform
- ✓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

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