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

6-8 September 2022

Session 8: Hands on training on creating profile as an entrepreneur on www.wesellonline.org

Ms. Deepali Gotadke, Resource Person, ESCAP
Presentation Structure

- Uploading profile as an entrepreneur
STEP 1 - Log In to Entrepreneur Account

Step 1:

• Go to www.wesellonline.org.
• Click on Login option available in the menu and select “Entrepreneur” option from the drop down.
• You will be taken to the entrepreneur login page. Here, enter your account’s username (i.e. email ID) and password.

- Refer to the screenshot at next slide
STEP 1 - Log in to Entrepreneur Account

A virtual training platform for women entrepreneurs of South Asia developed under the project implemented by UNESCAP and EIF

Wesellonline.org

Wesellonline - Ecommerce Training and Lead Generation Platform for Women Entrepreneurs in Southeast Asia

WESELLONLINE (Women Entrepreneurs SELL ONLINE) is a training platform, designed to build the capacity of women entrepreneurs in South Asia to leverage the potential of e-Commerce for expanding their business. The women entrepreneurs receiving training in e-Commerce under the UNESCAP-EIF project will be able to display their products at the platform to generate queries from potential customers, for possible business opportunities. However, the platform cannot be used for conducting actual sell-purchase which must be conducted outside of the platform. It is only a platform for hands-on training/demonstration purposes for the participants of the program as a part of their learning activities. Once trained, entrepreneurs are expected to list their products at one of the e-marketplaces available in their respective countries or develop their own platforms for conducting their business.

To be part of this platform, eligible participants of the UNESCAP-EIF training programs are invited to register themselves as an entrepreneur. Once the registration process is successfully completed, women entrepreneurs can showcase their products and other details, while the customers looking for relevant products can raise inquiries with the respective women entrepreneurs.

UNESCAP or EIF takes no responsibility for the validity of the claims made by the entrepreneurs displaying their products at the platform about their products/services. It is only for demonstration/ training purposes.
STEP 1 - Log In to Entrepreneur Account
STEP 2 - Upload your profile in the entrepreneur dashboard

You shall enter your firm/company/business details in the fields provided:

• Registration Category (Type of business)
• Product Category (Area of business interest),
• Your Firm Name and
• Brief Firm profile

You may update your profile details anytime in your account’s dashboard.

• Click on the Profile link available on the top right corner of the dashboard.
• Click Update link to update your details
STEP 2 - A popup will appear to update the profile
STEP 2 - Updating Entrepreneur’s Profile

• This is how the web page would look like
STEP 2 - Updating Entrepreneur’s Profile (continued)

• This is how the web page would look like
How your profile will be visible to the customer

Deepali Shital Gotadke

Product Categories:
- Sarees
- Resin Tray
- Chocolates

Company/Business Profile:
Company/Business Name: Webdreams India
Office/Company/Business Contact No.: +91 836 4258918
Email ID: support@webdreams.in
Address: #15, Opp. Hubli Sports Ground, Ballappanavar Nagar, Hubli - 580 028
Website: https://webdreams.in

Personal Profile:
I am a computer science engineer from WCE, Maharashtra. I have successfully implemented my business model in e-commerce and web development since 2001. I am India's top e-commerce and digital marketing consultant. I head two firms Clickkubi.com and Webdreams. Clickkubi.com is registered with software technology parks of India & WeConnect International.

My Story:
Born and brought up in a small district in state of Maharashtra, evolved to change the dynamics of e-commerce industry in a district in another state, Hubballi, Karnataka. I am acknowledged to be one of the first woman entrepreneur in North Karnataka. Successfully expanded my business across 300 cities in india within two decades. I am a computer science engineer graduated from renowned Wolland College of Engineering, Sangli. Also a national level table tennis player, accorded with numerous awards.
Uploading Entrepreneur’s Google Map Address
(Share the link on Google Map)
Embed link and Copy HTML link from Google Map
Update the HTML generated in Update map section

**Instructions:** Go to Google Maps web page. Search and open your address/location. Find and click **Share** button. A pop up appears. Click on **Embed a map**. Click on **COPY HTML**. After copying, paste it in the below given input box and click **Update**

**Enter Map Address**

```html
<iframe src="https://www.google.com/maps/embed?pb=!1m14!1m8!1m3!1d15389.133713819449!2d75.136163!3d15.36129!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x90ca1e528aba7f42!2sWebDreams India - 18 years Experienced Web Design Company|Hubli|5e0!3m2!1sen!2sin!4v1601397587666!5m2!1sen!2sin" width="600" height="450" frameborder="0" style="border:0;" allowfullscreen="" aria-hidden="false" tabindex="0"></iframe>
```

Update  
Close
Your Profile after adding Google Map Address
### Update Firm / Company Details

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Company Name</td>
<td>Webdreams India</td>
</tr>
<tr>
<td>Business/Company Profile</td>
<td></td>
</tr>
<tr>
<td>Your Current Turnover</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="https://webdreams.in">https://webdreams.in</a></td>
</tr>
<tr>
<td>Support Email</td>
<td><a href="mailto:support@webdreams.in">support@webdreams.in</a></td>
</tr>
<tr>
<td>Contact No</td>
<td>+91 836 4256918</td>
</tr>
<tr>
<td>Address</td>
<td>#18, Opp. Hubli Sports Ground, Bailappanavar Nagar, Hubli - 580 029</td>
</tr>
<tr>
<td>Place</td>
<td></td>
</tr>
<tr>
<td>Zipcode</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>-- SELECT YOUR COUNTRY --</td>
</tr>
</tbody>
</table>
### Update Meta Attributes

Meta attributes help your profile to be found in search engine (Google) results

<table>
<thead>
<tr>
<th>Page Title</th>
<th>deepali webdreams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meta Keywords</td>
<td>e-commerce consultant in india, web development</td>
</tr>
<tr>
<td>Meta Description</td>
<td>deepali leading web development and e-commerce consultant in india</td>
</tr>
</tbody>
</table>

Update Close
Logging out

Click on Logout after the uploading all the details
THANK YOU!!
For any questions/queries contact us
+91 836 4258918
+91 84978 08999
+91 1130973701 / 04
Email Id
info@wesellonline.org
suveera.saxena@un.org
deepali@webdreams.in