APCICT
Asian and Pacific Training Centre for Information and Communication Technology for Development
ESCAP

Sri Padmavati Mahila Visvavidyalayam
(Women's University)
NAAC 'A+' Grade

Empowering Women Entrepreneurs through Digital Transformation

24-26 October 2024, Tirupati, India

Supporting women entrepreneurs, particularly those engaged in micro, small, and medium enterprises (MSMEs), in harnessing the potential of digital tools and platforms is of paramount importance. It is a crucial step towards gender equality in the entrepreneurial ecosystem. Women, despite their immense potential, often face systemic barriers and disparities in accessing resources and opportunities. Digital tools and platforms can level the playing field by providing them with accessible and cost-effective means to market their products, access financial services, and acquire the skills necessary to grow their businesses.

The integration of digital tools and platforms into the business strategies of women entrepreneurs can also lead to increased economic resilience and sustainability. Women-owned MSMEs, in particular, are vulnerable to external shocks, such as economic downturns or natural disasters. Digitalization, such as e-commerce and digital marketing, allows for diversification of revenue streams by tapping into other markets. Additionally, digitalization enables better inventory management, cost optimization, and improved customer engagement, all of which are critical for the survival and growth. Supporting women in MSMEs to adopt digital solutions enhances their ability to weather economic uncertainties, thereby contributing to the overall stability and resilience of their businesses.

Sri Padmavati Mahila Visvavidyalayam and the Asian and Pacific Training Centre for ICT for Development (APCICT) are organizing the ***"Training on Empowering Women Entrepreneurs through Digital Transformation"*** on 24-26 October in Tirupati. The programme aims to create a pool of implementing organizations and resource persons that can support women entrepreneurs in India to develop the mindset, knowledge, and skills needed to embrace digital transformation and succeed in the digital economy.

ABOUT THE PROGRAMME

The programme is based on APCICT's Women ICT Frontier Initiative, a flagship capacity building programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The training will include the following courses:

- **Foundation Course on Women Empowerment through Business Innovation and Digital Transformation.** This course serves as the cornerstone of the programme and aims to motivate women entrepreneurs to embark on a transformative journey.
- **E-Commerce and Digital Marketing.** This course equips women entrepreneurs with the practical skills needed to establish online presence and effectively market their products or services in the digital space.
- **Business Continuity Planning.** This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

TARGET PARTICIPANTS

The training will be attended by women entrepreneurs, women associations, and potential trainers.

RESOURCE PERSONS

Ms. Maria Juanita R. Macapagal (Mayette)

Mayette has over 25 years of work experience in development management, capacity building, and social research. She has helped implement institutional strengthening strategies in the private sector, civil society groups, and in government organizations in the Philippines and in other parts of Asia and the Pacific. She has also worked as program consultant for Canadian government-funded projects, and other multilateral organizations. She was a serial entrepreneur and later focused on free-lance consulting on social development projects. At present she is the Corporate Secretary of T.G. Reyes Realty Corporation, a Fellow of Ideacorp Inc, a non-profit organization focused on ICT policy research, and currently a Consultant of APCICT.

Mr. Koh Yoet Siang (YS)
YS is a seasoned Senior Performance Director at Kinesso and the Digital Director of Republic Asia. With over 13 years in the industry, YS leads a high-performing team of 15 marketers at Kinesso, managing significant media spends and earning accolades such as "Team of the Month" and "Employee of the Year." As a versatile T-shaped marketer, he excels in digital consulting, marketing, growth strategies, and more, serving clients across diverse sectors, including notable partnerships with AIA, Amazon, Citi, GovTech, Mastercard and Page Group. YS is also a dedicated educator, contributing to adult learners' digital fluency training, impacting over 2,700 individuals since 2017. A sought-after speaker and moderator at tech and media events, YS brings real-world marketing expertise to his engaging presentations, making him a pragmatic figure in both the corporate and educational realms.

CONTACT

Ms. Nuankae Wongthawatchai, Programme Management Officer, APCICT/ESCAP,
wongthawatchai@un.org

DRAFT PROGRAMME

24 October 2024 (Thursday)		
Time	Description	
10:00 – 10:15	**Welcome &Opening Session**	Prof. P.Vijaya Lakshmi Core Member, APCICT-WIFI-SPMVV Dean, Center for International Relations
10:15 - 10:30	**SPMVV WIFI Status**	**Prof. V. Durga Bhavani** Core Member, APCICT-WIFI-SPMVV Ex-Vice-Chancellor ,SPMVV
10:30 – 10:50	**Address**	**Dr.KiyoungKo** Director, APCICT/ESCAP, Guest of Honor
10:50-11:10	**Address**	**Prof V. Uma** Vice – Chancellor I/c Sri Padmavati Mahila Visvavidyalayam Tirupati
11:10-11:20	**Address**	**Dr.Tripta Garg** Scientist 'E' Department of Scientific and Industrial Research, (DSIR) Ministry of Science and Technology, Govt. of India
11:20-11:45	*Felicitation*	
11:45-12:00	**Vote of Thanks**	**Prof. N. Rajani** Registrar Sri Padmavati Mahila Visvavidyalayam Tirupati, India
12:00-13:00	*Transfer to Venue*	
13:00-14:00	*Lunch*	
1. Prof. T. Tripura Sundari, (Coordinator) Dept. of Communication & Journalism, SPMVV 2. Prof. V. Nirmala (Translator), Dept. of English language & literature, SPMVV		
14:00-15:00	**Session 1: Women Empowerment through Business Innovation and Digital Transformation**	**Ms. Maria Juanita R. Macapagal** APCICT Resource Person
15:00-15:15	*Coffee break*	
15:15-17:00	**Session 2: Digital Marketing**	**Mr.Koh Yoet Siang** APCICT Resource Person

25 October 2024 (Friday)		
Time	Description	
1. Prof .J. Katyayani , (Coordinator),Dept Business Management, SPMVV 2. Prof. P. Hari Padma Rani, (Translator),Dept of English language & literature ,SPMVV		
9:00-10:30	**Session 2 Continued**	**Mr.Koh Yoet Siang** APCICT Resource Person
10:30-10:45	*Coffee break*	
10:45-12:00	**Session 3: E-Commerce**	**Mr.Koh Yoet Siang** APCICT Resource Person
12:00-13:00	*Lunch*	
1. Prof. D.M.Mamatha,(Coordinator), Dept. of Biosciences & Sericulture 2. Prof. T. Sita Kumari, Dept of Law and Pro.M..Aruna, Dept of Home Science		
13:00-15:00	**Session 4: Continued**	**Mr.Koh Yoet Siang** APCICT Resource Person
15:00-15:15	*Coffee break*	
15:15-17:00	**Session 5: Business Continuity Planning**	**Ms. Maria Juanita R. Macapagal** APCICT Resource Person

26 October 2024 (Saturday)		
Time	Description	
1. Prof. K. Anuradha,(Coordinator), Dept. of Social work, SPMVV 2. Prof. Y .S. Sharada (Translator), Department of English Language, SPMVV		
9:00-10:30	**Session 6: Individual activity and presentation**	**Ms. Maria Juanita R. Macapagal** APCICT Resource Person
10:30-10:45	*Coffee break*	
10:45-12:00	**Session 6 continued**	**Ms. Maria Juanita R. Macapagal** APCICT Resource Person
12:00-13:00	*Lunch*	
13:00-15:00	**Session 7: Wrap-up & Evaluation** **Closing**	**Prof. V.Durga Bhavani &** **Prof.P.Vijaya Lakshmi**