



# **National Online Training Course for Women Entrepreneurs on use of IT and IT enabled Tools for Expanding Markets**

**2- 3 August 2022**

**Venue - Hotel Lalit Ashok, Bengaluru, India**

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## **Concept Note and Tentative Programme**

### **1. Introduction**

Women entrepreneurship is considered as key to economic growth due to its multiplier effects such as job creation, increase in labor force participation and uplifting families out of poverty and can contribute to achieving several SDGs, especially SDG 5. However, women entrepreneurs face challenges and are not able to expand their businesses and become part of wider regional and global supply chains. E-commerce can be a powerful tool for connecting with customers and be a part of the wider supply chain. It can bring in greater gains to women entrepreneurs since it addresses the outmoded barriers of geographic isolation and limited access to information and financing along with empowering South Asian women entrepreneurs socially and economically. Additionally, E-commerce business transactions have been on a rise in the country and the outbreak of COVID-19 has also led to an exponential increase in e-commerce business in the region. This has provided a huge opportunity to women entrepreneurs to overcome the challenges faced and explore the global and regional markets.

Keeping this in view, this training is being organised to 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.

### **2. Objectives**

The training aims to provide the following to the women entrepreneurs:

- introduction to digital marketing tools
- introduction to using e-commerce to promote business

### 3. Prerequisites for women entrepreneurs

Since this is a physical workshop where participants would be joining together in a hall, the participants are required to adhere to the following prerequisites

- Required to bring a personal laptop/tab with internet connectivity on all the days of the training.
- Need to have a valid email account
- Mobile phones are not recommended for usage during the hands-on sessions.
- Any identity proof issued by National Agency
- UNESCAP has developed an online e-learning course on digital marketing and e-commerce available on [www.unescap.wesellonline.org/elearning](http://www.unescap.wesellonline.org/elearning). All the participants are expected to complete this e-learning course before joining this physical training. You will get a certificate upon completion of this online e-learning course.

### 5. Tentative Programme (Indian Standard Time, UTC + 5:30 hours)

Day 1: Tuesday, 2 August 2022	
9:00 -10:00	<b>Registration</b>
10:00 – 11:30	<b>Inaugural session</b> <i>Nada Geete</i> <b>Welcome Remarks:</b> <ul style="list-style-type: none"><li>• <b>Ms. K. Ratnaprabha</b>, IAS(Retd.), Founder/President, Ubuntu Consortium, Bengaluru &amp; Ex Chief Secretary, Government of Karnataka, India</li><li>• <b>Ms. Mikiko Tanaka</b>, Head, ESCAP South and South-West Asia Office, New Delhi</li></ul> <b>Lighting of the Lamp by Chief Guests</b>  <b>Remarks by Guests of Honor:</b> <ul style="list-style-type: none"><li>• <b>Shri. Pankaj Pandey</b>, IAS, Principal Secretary, MSME &amp; Mines, Karnataka</li><li>• <b>Shri. Rebbapragada Prasad</b>, Director, Government &amp; Public Services Advisory, KPMG-India.</li><li>• <b>Shri Girish Kousgi</b>, MD &amp; CEO, CANFIN Homes Ltd.</li></ul> <b>Inaugural address:</b> <ul style="list-style-type: none"><li>• <b>H.E. Shri Basavaraj Bommai</b>, Honorable Chief Minister of Karnataka, India</li></ul>

	<p><i>Vote of thanks:</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head, ESCAP South and South-West Asia Office, New Delhi</li> </ul>
11:30- 11:40	<b>Group Photo</b>
11:40- 12:00	<b>Tea /Coffee</b>
12:30- 13:00	<p><b>Session 1: Introduction - Online e-learning course on e-commerce and digital marketing</b></p> <ul style="list-style-type: none"> <li>• <b>Dr. Rajan Sudesh Ratna</b>, Deputy Head, ESCAP South and South-West Asia Office, New Delhi</li> </ul>
13:00- 14:00	<b>Lunch</b>
14:00- 15:30	<p><b>Session 2: Digital marketing using social media platforms and search engine optimisation for promoting business</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Deepali Gotadke</b>, Resource Person, ESCAP</li> </ul>
15:30-15:45	<b>Tea/Coffee</b>
15:45- 17:00	<p><b>Session 3: Hands-on training for registering to e-commerce websites</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Deepali Gotadke</b>, Resource Person, ESCAP</li> </ul>
17:00-17:00	<b>Reserved for Survey by IndusInd Bank</b>
<b>Day 2: Wednesday, 3 August 2022</b>	
9:30 - 11:00	<p><b>Session 4: Hands on training on creating <u>product / service catalogue</u> and uploading profile as an entrepreneur on <a href="http://www.wesellonline.org">www.wesellonline.org</a></b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Deepali Gotadke</b>, Resource Person, ESCAP</li> </ul>
11:30 - 11:45	<b>Tea/Coffee</b>
11:45 - 13:00	<p><b>Session 5: Hands on exercise on how to generate online enquiry</b> (<i>Participants will learn how to generate online enquiry and respond to them</i>)</p> <ul style="list-style-type: none"> <li>• <b>Ms. Deepali Gotadke</b>, Resource Person, ESCAP</li> <li>• <b>Ms. Suveera Saxena</b>, ESCAP South and South-West Asia Office, New Delhi</li> </ul>
13:00 - 13:30	<p><b>Concluding session</b> <i>Symbolic distribution of Certificates to participants by Chief Guests</i></p> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Mikiko Tanaka</b>, Head, ESCAP South and South-West Asia Office, New Delhi</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Ms. K. Ratnaprabha</b>, IAS(Retd.), Founder/President, Ubuntu Consortium, Bengaluru &amp; Ex Chief Secretary, Government of Karnataka, India</li> </ul> <p><b>Remarks by Guests of Honor:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr. D K Tyagi</b>, IAS (Retd), MDCSC E-Governance Services India Ltd.</li> <li>• <b>Dr.CA I.S. Prasad</b>, President, FKCCI</li> </ul> <p><b>Special address:</b></p> <ul style="list-style-type: none"> <li>• <b>H.E. Dr. Muruges R. Nirani</b>, Minister for Medium and Large Industries, Government of Karnataka, India</li> </ul> <p><b>Vote of thanks:</b></p> <ul style="list-style-type: none"> <li>• <b>Jyothi Balakrishna</b>, Hon' Secretary, Ubuntu Consortium</li> </ul>
13:30 - 14:15	<b>Lunch</b>
14:30 – 15:30	<b>Briefing by Sponsors</b>
15:30 – 16:00	<b>Certificate Distribution</b>
16:00 – 17:00	<b>Tea</b>