

Training of Women Entrepreneurs

on

Expanding Online Business through E-commerce Platform and Digital Marketing

4 - 6 October 2021

(Time: 12:30 - 17:30 hours (Indian Standard Time, UTC + 5:30 hours))

Training platform: Zoom (link will provided upon registration)

Concept Note and Tentative Programme

1. Introduction

Though the COVID-19 pandemic has raised unprecedented challenges for South Asia, it has also created opportunities for a greater digital transformation. COVID-19 has resulted in a shift in the way transactions are conducted and has accelerated the shift towards a more digital world, bringing along a change in the shopping behaviors. This has led to a major increase in the e-commerce business in the region and has provided a significant opportunity to women entrepreneurs to excel and explore global and regional markets. According to Shopify's data, the E-commerce market in the Asian region is worth around \$831.7 billion.¹

Women entrepreneurs are 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 in South Asian region face challenges relating to access to finance, ICT and 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 (micro, small and medium enterprises (MSME)). E-commerce can be a powerful tool for connecting with customers and be a part of 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. Keeping this in view, this training is being organised to enhance the capacity of the women entrepreneurs of South Asia to use digital and online platforms for promoting business through e-commerce and creating awareness on the

¹ <https://www.shopify.in/enterprise/global-e-commerce-statistics#:~:text=Worldwide%20numbers%20aside%2C%20ecommerce%27s%20regional,Europe%3A%20%24346.5%20billion>

existing opportunities. Additionally, this training would seek to establish a network amongst the women entrepreneurs by providing an opportunity to showcase their products, services and share their entrepreneurial journey.

2. Objectives

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

- introduction to digital marketing and e-commerce
- hands-on training on how to register and link their business to an e-commerce platform
- building a network of women entrepreneurs and provide an opportunity to display their products and services to fellow participants.

3. Registration

All the women entrepreneurs who are interested to attend this online training, need to register in advance at the below mentioned link. Upon successful completion of the registration, the participants will be shared the meeting details of Zoom app via an email to join the training.

Click here to register <https://forms.gle/ixH677ieQQp2x1WR8>

4. Prerequisites for women entrepreneurs

Since this is an online training, the participants are required to have an email account and a laptop/desktop/smart phone etc. with internet connectivity. The training will also include a hands-on session on how to register and link with the e-commerce platform (www.wesellonline.com), thus you will need to keep soft copies of the following available (*they will be required to be uploaded during training session*):

- i) Identity proof issued by National agency
- ii) Soft copies of pictures of products/services offered, if any and their prices or any brochure
- iii) Company/firm/business profile

UNESCAP has developed an online e-learning course on digital marketing and e-commerce available on www.unescap.wesellonline.org/elearning for all those who register. You are expected to complete this e-learning course before joining this virtual training. You will get a certificate upon completion of this online e-learning course.

5. Tentative Programme (Indian Standard Time, UTC + 5:30 hours)²

Before joining the training, please make your login ID/display name as: First name, Last name and Country.

² Please note that the time given is Indian time and you are requested to look at your corresponding national time zone to join on time.

Day 1 Training: 4 October 2021 (Monday) Indian Standard Time	
12.15 – 12:30 PM	Virtual training room opens for access to participants Housekeeping announcements
12.30 - 12.45 PM	Inaugural Session <i>Opening Remarks:</i> <ul style="list-style-type: none"> • Mr. Adnan Aliani, Officer in Charge, UNESCAP SSWA, New Delhi • Dr. Ratnakar Adhikari, Executive Director, EIF, Geneva
12.45 – 1:15 PM	Session 1: Introduction to project - E-Commerce Capacity Building for Women-led MSMEs in South Asia <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi
1.15 - 2.15 PM	Session 2: Introduction on e-commerce and digital marketing and linking to social media platforms <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP Followed by Q&A
2.15 – 3:30 PM	Session 3: Trade, Gender, and Multilateralism <ul style="list-style-type: none"> • Ms. Anoush der Boghossian, WTO Gender Policy Advisor
3:30- 3:45 PM	Q& A
3.45 – 5:00 PM	Session 4: Hands-on training and interactive session for registering to www.wesellonline.org <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP Followed by Q&A
5.00 –5:15 PM	Recap and conclude for the day <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi
Day 2 training: 5 October 2021 (Tuesday)	
12.15 -12:30 PM	Virtual training room open for access to participants Housekeeping announcements
12:30 – 1:45 PM	Session 5: Creating product catalogue and uploading profile as an entrepreneur on www.wesellonline.org <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP Followed by Q&A

1:45 – 3:00 PM	Session 6: Creating services catalogue and uploading profile as an entrepreneur on www.wesellonline.org <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP Followed by Q&A
3:00- 4:15 PM	Session 7: Assessment of Gender Digital Divide <ul style="list-style-type: none"> • Dr. Radika Kumar, Adviser, Infrastructure Policy, Trade, Oceans and Natural Resources Directorate, The Commonwealth Secretariat, London
4:15 – 4:30 PM	Q & A session
4:30- 4:45 PM	Recap and conclude for the day Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi
Day 3 training: 6 October 2021 (Wednesday)	
12.15 - 12:30 PM	Virtual training room open for access to participants Housekeeping announcements
12:30 - 1:30 PM	Session 8: How to generate online enquiry on www.wesellonline.org <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP
1:30 - 3:00 PM	Session 9: Exhibition (online display) of products and services and networking with fellow women entrepreneurs
3.00 – 4.00 PM	Session 10: Hands on exercise on generating online query (<i>Participants will login to their account and generate online enquiry</i>) <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP • Ms. Suveera Saxena, UNESCAP SSWA, New Delhi
4:00 - 4:30 PM	Session 11: Post training online feedback <ul style="list-style-type: none"> • Ms. Suveera Saxena, UNESCAP SSWA, New Delhi
4.30 – 5.00 PM	Concluding session <ul style="list-style-type: none"> • Ms. Hang Tran, EIF, Geneva • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi