

Online Training Course on E-commerce and Digital Marketing for Women Entrepreneurs of South Asia

(Basic training – 8 April 2021)

(Advance training – 9 April 2021)

(Time: 13:15 - 18:00 hours (Indian Standard Time, UTC + 5:30 hours))

Training platform: Zoom

Concept Note and Tentative Programme

1. Introduction

South Asia is one of the most dynamic regions of the world and in the last few years, the region has witnessed economic growth driven by reforms resulting in growth in entrepreneurship. The number of women led start-ups have increased manifold and with the rapid growth of ecommerce, the region is experiencing a change in the way business is conducted these days. Women entrepreneurs are considered as the key to economic growth but many 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)).

Further, the COVID-19 pandemic has put an unprecedented and significant strain on the global economy and public health systems. The pandemic is deepening its pre-existing inequalities and amplifying the multiple and intersecting vulnerabilities faced by women and girls. While the businesses in South Asia have been badly affected by the pandemic, women entrepreneurs are among the worst hit. In such a context, e-commerce can provide unprecedented opportunities for women entrepreneurs to overcome those challenges and to explore the global and regional markets. E-commerce can be a powerful tool for bringing 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.

While the COVID-19 pandemic has raised unprecedented challenges for South Asia, it has also created opportunities for greater digital transformation, emphasizing the need to bridge the existing digital divide. Strengthening and promoting women entrepreneurship in South Asia will bring many positive ripple effects including its ability to boost job creation, alleviate poverty and thus facilitating inclusive and sustainable growth. Keeping this in view, this training is being organised to equip the women entrepreneurs of South Asia to use digital and online platforms to expand their business as well as creating awareness on the existing opportunities for promoting business through e-commerce.

2. Objectives

The online training will cover two modules – one basic training on digital marketing and e-commerce, and second training will be an advance training on how to use e-commerce platform to expand the business. The broader objective of the training is to enhance the knowledge and capacity of women entrepreneurs of South Asia to use e-commerce platforms to expand their business exports and participate in local, regional and global supply chains. This will also provide building network amongst the women entrepreneurs who will be participating in the training, as they will be taught to use the social media and ESCAP's platform to connect among themselves.

3. 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) Registration/permit of their business (firm/company) ((optional)
- iii) Address proof
- iv) Social media account links (optional)
- v) Products and their prices or any brochure
- vi) Company/firm/business profile

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

4. Tentative Programme (Indian Standard Time, UTC + 5:30 hours)¹

Basic Training: 8 th April 2021 (Thursday) Indian Standard Time	
1.15 – 1.30 PM	Virtual training room opens for access to participants Housekeeping announcements
1.30 - 1.50 PM	Inaugural Session <i>Opening Remarks:</i> <ul style="list-style-type: none">• Dr. Nagesh Kumar, Head and Director, UNESCAP SSWA, New Delhi• Dr. Ratnakar Adhikari, Executive Director, EIF, Geneva

¹ 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.

1.50 - 2.30 PM	<p>Session 1: Introduction on online e-learning course and ESCAP website on e-commerce</p> <ul style="list-style-type: none"> (i) Registration to https://www.unescap.wesellonline.org) (ii) Pre-training quiz • Dr. Rajan Sudesh Ratna, Economic Affairs Officer, UNESCAP SSWA, New Delhi
2.30 - 3.45 PM	<p>Session 2: Introduction on e-commerce and digital marketing</p> <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP <p>3.30 – 3.45 PM – Interaction with participants</p>
3.45 - 4.15 PM	<p>Networking break (live chat in breakout sessions)</p> <ul style="list-style-type: none"> (i) Handicraft (ii) Textiles and clothing (iii) Tourism, hotel, food etc. (iv) Information Technology and other services (v) Misc. manufacturing items.
4.15 – 5.45 PM	<p>Session 3: Using social media platforms for digital marketing and e-commerce</p> <ul style="list-style-type: none"> (i) Creating account and using Facebook, Instagram, WhatsApp, Pinterest, LinkedIn, Twitter, etc. (ii) Introduction to www.wesellonline.org (iii) Hands-on training to join social media platforms <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP
5.45 - 6.00 PM	<p>Session 4: Recap, post-training online quiz and feedback</p> <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi

Advanced training: 9 th April 2021 (Friday)	
1.15 – 1.30 PM	<p>Virtual training room open for access to participants</p> <p>Housekeeping announcements</p>
1.30 – 1.50 PM	<p>Session 1: Introduction and pre-training quiz</p> <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi
1.50 – 3.20 PM	<p>Session 2: Hands-on training for registering to www.wesellonline.org</p> <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP

3.20 – 3.45 PM	Networking break (live chat in breakout sessions) <ul style="list-style-type: none"> (i) Handicraft (ii) Textiles and clothing (iii) Tourism, hotel, food etc. (iv) Information Technology and other services (v) Misc. manufacturing items.
3.45 – 4.45 PM	Session 3: Registering with marketplaces like Amazon, Facebook Marketplace etc. <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person UNESCAP
4.45 – 5.20 PM	Session 4: Online rural marketing <ul style="list-style-type: none"> • Ms. Pragati Gokhale, Principal Scientist (Retired), MSME, India
5.20 – 6.00 PM	Session 5: Post-training online quiz and feedback <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, UNESCAP SSWA, New Delhi