



# Asian and Pacific **Training Centre for ICT** for Development (**APCICT**)



# ICT & BUSINESS SKILLS COMPONENT

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## CAPACITY BUILDING INITIATIVES

- **Partner-driven**
- **Focus on**
  - **E-commerce & Digital Marketing**
  - **E-business & Financial Management**
- **Customized training programmes**



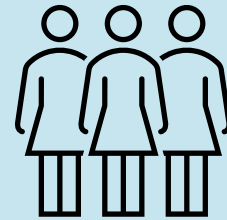
# ICT & BUSINESS SKILLS COMPONENT

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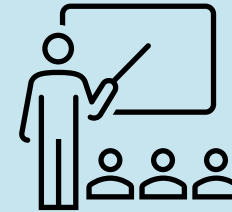


IMPACT

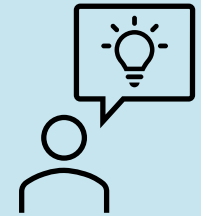
**6,500+**  
beneficiaries



**5,080**  
women  
entrepreneurs



**937**  
trainers



**490**  
policymakers



## Bangladesh

### Partners:

- Bangladesh Institute of ICT in Development
- Bangladesh Computer Council (BCC)
- Small and Medium Enterprise Foundation



**E-Commerce and Digital Marketing and Financial Management and Access to Finance** were organized in Dhaka, Sylhet and Chottogra, reaching 1,500+ women entrepreneurs.



## Digital Bangladesh Vision 2041



**Project to make Bangladeshi women skilled in technology**



# Cambodia

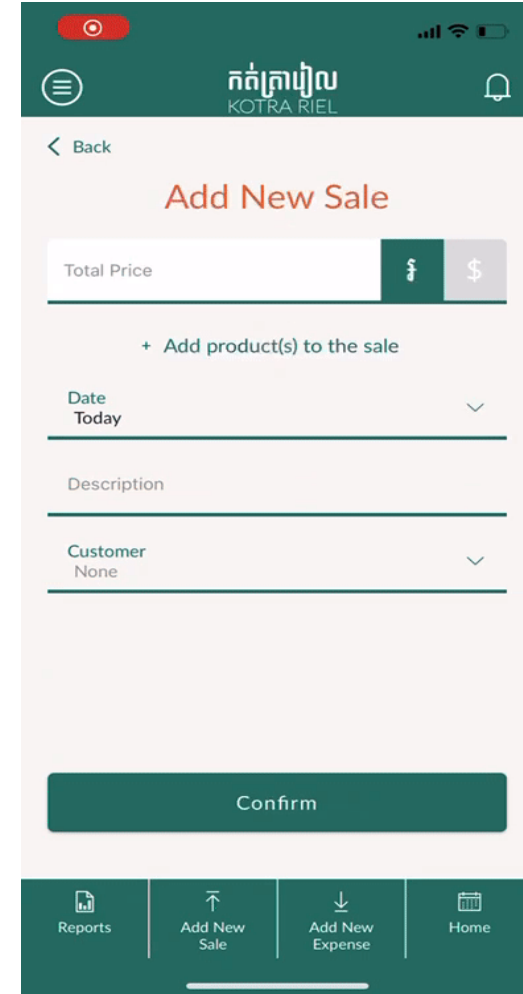
### Partners:

- National Bank of Cambodia
- SHE Investments



466 women entrepreneurs across four provinces (Siem Reap, Battambang, Kampot and Phnom Penh) were trained on **ICT and Financial Literacy, Business Management and use of mobile device (Kotra Riel app).**

**Kotra Riel app** was made for Women Entrepreneurs for Financial Management





**Fiji**

**Partners:**

- Ministry of Women, Children and Poverty Alleviation



**Both women entrepreneurs and policymakers on Digital Marketing and E-Commerce and ICT Capacity Building.**

146 beneficiaries has attended these trainings.



**On-going support in Facebook groups for Women Entrepreneurs**

**Participants has opened Facebook Business Pages**



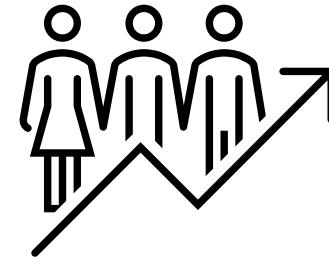
## Nepal

### Partners:

- South Asian Women Development Forum (SAWDF)
  - Bhutan, Maldives, Sri Lanka, India, Pakistan, Nepal



Focused on enhancing women entrepreneurs' knowledge and skills in the field of **e-commerce and digital marketing**, aiming to reach 1,200+ participants by June 2024.



Majority of beneficiaries are women-owned micro enterprises and home-based workers



## Samoa

### Partners:

- Ministry of Commerce, Industry, and Labour
- Samoa Business Hub



**E-commerce & Digital Marketing** was conducted in Samoa, introducing ICT tools and its basics to accelerate their businesses.



Initiative programme for women entrepreneurs community was developed and designed







## Viet Nam

### Partners:

- Agency for Enterprise Development
- Viet Nam E-Commerce Development Centre



**E-Commerce and E-Business**, Capacity Building on **Digital Skills** for both women entrepreneurs and policymakers.



## Creating Sustainable Growth for Women-Owned Businesses

By trainings on e-business, e-commerce and digital marketing





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**CORE CONTENT**

**Women's Empowerment, SDGs and ICT**

**Enabling Role of ICT for Women Entrepreneurs**

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**POLICYMAKERS TRACK**

**Promoting Women's Entrepreneurship through Digital Transformation**

**WOMEN ENTREPRENEURS TRACK**

**Digital Empowerment of Women Entrepreneurs**

**Digital Technologies and Financial Management**

**Business Continuity Planning**

**E-Commerce and Digital Marketing**

**Trust and Security Using Digital Technologies**

**Data Analytics for Women Entrepreneurs**

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# E-LEARNING COURSES



## Women Entrepreneurs Track

**Menu** **Glossary**

- ▼ 1. Part 1: Course introduction
  - 1.1. Planning and Managing a Business with ICT
  - 1.2. How to use the course
  - 1.3. Learning outcomes
  - 1.4. Course content
- ▼ 2. Part 2: Starting a business
  - 2.1. Starting a business
  - 2.2. Rewards and challenges
  - 2.3. What is a business?
  - 2.4. What is an entrepreneur?
  - 2.5. Women entrepreneurs with innovative ideas
- ▼ 3. Part 3: Types of business structures
  - 3.1. Types of business operating structures**
  - 3.2. Brick-and-mortar business
  - 3.3. Advantages and disadvantages

Resources

## Types of business operating structures

E-commerce  
Online business

Sources: Chris B. Murphy, "Brick-and-mortar". Available at: <https://www.investopedia.com/terms/b/brickandmortar.asp> ; Andrew Bloomenthal, "Electronic commerce (E-commerce)." Available at: <https://www.investopedia.com/terms/e/ecommerce.asp> ; Alexandra Twin, "Click and mortar." Available at: [https://www.investopedia.com/terms/c/click\\_and\\_mortar.asp](https://www.investopedia.com/terms/c/click_and_mortar.asp)

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