



Regional Forum On Women's Entrepreneurship

Panel 3: ICT and Business Skills Development

Sharada Rijal

**Treasurer, South Asian Women
Development Forum (SAWDF)**

ABOUT SAWDF

- South Asian Women Development Forum (SAWDF) has been officially granted regional status and is also accredited by the UN Economic and Social Council.
- It is a member-based organization represented by a consortium of women entrepreneurs, federations, chambers, and institutions at the national level and has chapters in all seven countries.
- Its programs and activities aim to cultivate trade networks, enhance capacity building, and replicate and implement successful projects in the South Asian and ASEAN regions.

ICT training program for women entrepreneurs implemented in Nepal with support from the Catalyzing Women's Entrepreneurship (CWE) Programme

TRAINING PROGRAMS ON “E-COMMERCE & DIGITAL MARKETING CAPACITY BUILDING FOR WOMEN ENTREPRENEURS” AND “E-COMMERCE & DIGITAL MARKETING CAPACITY BUILDING FOR TOT.”

1. E-commerce & Digital Marketing Capacity Building for Women Entrepreneurs

Target Group:

- Registered women SMEs who have access to the Information and Communication Technology (ICT)

Location: Chitwan, Kathmandu and Pokhara

Number of women entrepreneurs: 303

2. E-Commerce & Digital Marketing Capacity Building for TOT

Number of participants: 50

Target group: Office employees from each partner organization's chapters in different districts of Nepal.

Location: Kathmandu and Morang



A few snapshots of Training Programs on “E-commerce & Digital Marketing Capacity Building For Women Entrepreneurs” and “E-Commerce & Digital Marketing Capacity Building for TOT.”



CORE OBJECTIVES

- To provide e-commerce education to women entrepreneurs and equip them with the right skills for their business growth.
- To empower Nepalese women entrepreneurs through the digitalization of their small and medium-sized businesses.
- To provide a platform for women entrepreneurs for marketing and networking through one of the largest online marketplaces (DARAZ) in Nepal.
- The main objective of the TOT was to build institutional capacity at the local level.

TARGET OUTCOMES

- Empower 50 secretariat staff members from member organizations and leaders from open platforms (social media) through tailored training sessions.
- Expand the pool of proficient trainers adept at conducting top-tier digital marketing and e-commerce training initiatives.
- Foster more efficient knowledge dissemination from seasoned trainers to participants.
- Elevate skill enhancement and boost scalability across the board.
- Strengthen institutional capabilities at the grassroots level.

ALIGNMENT WITH GENDER EQUALITY GOALS

- **Empowerment through Digital Skills:**

- by equipping women with digital banking skills, promoting gender equality, and fostering economic independence, especially in a society where women have historically had limited access and control over economic matters.

- **Inclusive Marketing and Networking:**

- By providing a platform for women entrepreneurs to market and network through one of the largest online marketplaces in Nepal, DARAZ, it creates opportunities for women entrepreneurs to access and benefit from the digital economy on an equal footing.

- **Institutional Capacity Building**

- Through ToT, the program contributes to strengthening institutional capabilities at the grassroots level.

CURRICULUM AND LEARNING METHODOLOGIES

- Tailored E-commerce Education
- Platform for Marketing and Networking
- Challenges Focused Learning

CATERING TO THE SPECIFIC NEEDS OF WOMEN ENTREPRENEURS

- Empowerment through Digitalization
- Practical Skill Enhancement

CHALLENGES AND HOW SAWDF ADDRESSED THEM

- **Lack of Engagement and Attendance**

How it was addressed: Flexible Training Schedules

- **Resistance to E-commerce and Digital Marketing**

How it was addressed: Comprehensive Education

- **Varied Levels of Understanding**

How it was addressed: Practical Guidance

THE WAY FORWARD

Building on our current initiatives, we are currently implementing a project titled 'Digital Literacy Training Program for Micro Women Entrepreneurs, Producer Groups, and Home-Based Workers,' through which we aim to train 1000 women entrepreneurs with digital skills.

Working towards:

- Scaling Up Reach
- Customizing Training Modules
- Building Strategic Partnerships



SUCCESS STORIES



Ms. Sita Thapa Bhattarai, CEO of Sita Organic/Synergy Agro took part in the training Session on “E-Commerce & Digital Marketing Capacity Building for Women Entrepreneurs”.

Following the training course, Ms. Sita registered her company on the DARAZ platform, where Ms. Sita is currently doing extremely well, and to support her initiative DARAZ has promoted her in their platform.

Ms. Laxmi Sharma Bhattarai, Founder of Savyata Handicraft and Haate Dhaake Pasal was part of the training session on “E-Commerce & Digital Marketing Capacity Building for Women Entrepreneurs”.

Following the training, Ms. Bhattarai registered her company on the Daraz online platform. She has successfully navigated the complexities of online commerce, leveraging technology to expand her business and extend its reach.

INSIGHTS FROM OUR JOURNEY

- Empathy-Driven Curriculum
- Mentorship and Networking
- Celebrate Success Stories
- Holistic Support Ecosystem

THANK YOU!