Training of Women Entrepreneurs

on

Expanding Online Business through E-commerce Platform and Digital Marketing

22 – 23 June 2021

(Time: 13:00 - 17:30 hours (Indian Standard Time, UTC + 5:30 hours)

Training platform: Zoom (link will provided upon registration)

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Concept Note and Tentative Programme

1. Introduction

The COVID-19 pandemic has put a phenomenal and critical strain on the worldwide economy and the public health systems. The pandemic is also highlighting and magnifying the 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. It is thereby required to strengthen and promote women entrepreneurship in South Asia by bridging the existing digital divide. Promotion of women entrepreneurship will bring many positive ripple effects including its ability to boost job creation, alleviate poverty and thus facilitating inclusive and sustainable growth.

The outbreak of COVID-19 has also led to an exponential increase in e-commerce business in the region. E-commerce business has provided a huge opportunity to women entrepreneurs to overcome the challenges faced and explore the global and regional markets. It 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. 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 as well as establishing a network amongst the women entrepreneurs.

2. Objectives

The virtual training aims to provide the following to the women entrepreneurs:
- introduction to digital marketing and e-commerce
- introduction to online e-learning course on 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 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/p67LXt86nv35MmnU8

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)[1]

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

Day 1 Training: 22 June 2021 (Tuesday) Indian Standard Time	
12.45 – 1.00 PM	**Virtual training room opens for access to participants** **Housekeeping announcements**

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[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.**

1.00 - 1.20 PM	**Inaugural Session** *Opening Remarks:* • **Mr. Adnan Aliani**, Officer in Charge, UNESCAP SSWA, New Delhi • **Dr. Ratnakar Adhikari**, Executive Director, EIF, Geneva
1.20 - 2.00 PM	**Session 1: Introduction on online e-learning course and pre-training quiz** • **Dr. Rajan Sudesh Ratna,** UNESCAP SSWA, New Delhi
2.00 - 3.15 PM	**Session 2: Introduction on e-commerce and digital marketing** • **Ms. Deepali Gotadke**, Resource Person UNESCAP Followed by Q&A
3.15 - 3.30 PM	**Networking break**
3.30 – 5.00 PM	**Session 3: Linking to social media platforms for digital marketing and e-commerce.** (i) Creating account and using Facebook, Instagram, WhatsApp, Pinterest, LinkedIn, Twitter, etc. (ii) Hands-on training to join social media platforms. • **Ms. Deepali Gotadke**, Resource Person UNESCAP
5:00- 5:25 PM	**Break out session.** **(Participants can connect with fellow women entrepreneurs & display their products and services)**
5.25 - 5.30 PM	**Recap and conclude for the day** • **Dr. Rajan Sudesh Ratna,** UNESCAP SSWA, New Delhi
**Day 2 training: 23 June 2021 (Wednesday)**
12.45 – 1.00 PM	**Virtual training room open for access to participants** **Housekeeping announcements**
1.00 – 2.30 PM	**Session 4: Hands-on training and interactive session for registering to www.wesellonline.org** • **Ms. Deepali Gotadke**, Resource Person UNESCAP
2.30 – 3.45 PM	**Session 5: Creating product catalogue and uploading profile as an entrepreneur on www.wesellonline.org** • **Ms. Deepali Gotadke**, Resource Person UNESCAP

3:45 – 4:00	**Break**
4:00 – 5:00 PM	**Session 6: Creating services catalogue and uploading profile as an entrepreneur on www.wesellonline.org**
5:00- 5:30 PM	**Session 7: Post training online quiz and feedback** • **Dr. Rajan Sudesh Ratna,** UNESCAP SSWA, New Delhi
5:30- 5:55 PM	**Breakout sessions** **(Participants can connect with fellow women entrepreneurs & display their products and services)**
5.55 – 6.00PM	**Concluding session** • **Ms. Hang Tran**, EIF, Geneva • **Dr. Rajan Sudesh Ratna,** UNESCAP SSWA, New Delhi