

National Workshop on Promoting Women Businesses, SMEs and Start-Ups through Digital Marketing and E-Commerce

29th July, 2021 (Thursday)

10.00 AM to 2.00 PM (Pakistan Time)

Background:

The largest segment of Pakistan's population comprises of young people. The population falling in the age group of 15-59 years is 59 percent, whereas 27 percent is between 15-29 years. About 50 percent of this young population comprises of women. Capacity Analytics has ventured into the training and capacity building of this youth bulge especially the women so they have skills consistent with the requirements of a modern economy. We are making extensive effort in training women entrepreneurs and SMEs to equip them with IT tools so they are empowered economically and socially. This will also help in meeting the SDG 5 on Gender equality and Women Empowerment.

UNESCAP has developed an online e-learning course on digital marketing and e-commerce available on www.unescap.wesellonline.org/elearning. The platform is an open-knowledge platform with four modules. Those who complete the online course get a certificate from UNESCAP.

Capacity Analytics and UNESCAP are collaborating for this training on digital marketing and e-commerce to support the women businesses and startups registered with the business incubation centers (BICs) at universities in Pakistan. We are extending our support to more than 30 established BICs spread across all the provinces in Pakistan.

Aims and objectives:

The virtual training aims to provide the following to the participating women entrepreneurs, SMEs and start-ups:

- Introduction to UNESCAP's e-learning course on e-commerce
- introduction to digital marketing and e-commerce
- hands-on training on how to register and link their business to an e-commerce platform

Tentative programme:

Time	Description	Speaker
10:00 am-10:07 pm	Opening	<ul style="list-style-type: none"> • Tayaba Batool, CEO Capacity Analytics
10:07 pm-10:15 am	Inaugural Speech	<ul style="list-style-type: none"> • Mr. Adnan Aliani, Head (OiC), South and South-West Asia office, UNESCAP
10:15 am-11:00 am	Introduction to E-Commerce and its Benefits	Dr. Rajan Sudesh Ratna , South and South-West Asia office, UNESCAP
11:00 am-12:00 noon	Digital Marketing	Ms. Deepali Gotadke , Resource Person, UNESCAP
12:00 noon -1:00 pm	Registering on E-Commerce Website	Ms. Deepali Gotadke , Resource Person, UNESCAP
1.00 pm – 1.25 pm	Open discussion and Q &A	UNESCAP Resource Persons
1:25 pm-1:30 pm	Closing and Note of Thanks	<ul style="list-style-type: none"> • Tayaba Batool, CEO Capacity Analytics