



APCICT

Asian and Pacific Training Centre
for Information and Communication
Technology for Development



South Asia Subregional Training

Women ICT Frontier Initiative (WIFI) DX:

Empowering Women Entrepreneurs through Digital Transformation

11-13 June 2024, Hyatt Place, Kathmandu, Nepal

The Asian and Pacific Training Centre for ICT for Development – a regional institute of the Economic and Social Commission for Asia and the Pacific with a mandate on capacity building on digital technologies for sustainable development – launched the **Women ICT Frontier Initiative (WIFI)** in June 2016 to promote women entrepreneurship through digital skills development. It aims to strengthen the capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as the capacities of government leaders and policymakers to provide an enabling environment for ICT-empowered women entrepreneurs through gender-responsive ICT-enabled policies and programs.

Recognizing the technology trends and challenges that continue to face women entrepreneurs in the region, the Centre has revamped the WIFI programme – called WIFI DX – to offer new and practical courses that will support them in their digital transformation journey. WIFI DX will cover topics such as: Foundation course: Women Empowerment through Business Innovation and Digital Transformation, Leveraging business through E-Commerce & Digital Marketing, Digitalization of Business Financial Management, Trust and Security, Business Continuity Planning, Data Analytics for Women Entrepreneurs.

To support the subregional roll-out of the new capacity-building programme in South Asia, APCICT and the South Asia Women Development Forum are organizing the South Asia Subregional Training for WIFI DX on 11-13 June 2024, in Kathmandu, Nepal. The training aims to equip participants with the knowledge and skills on the newly-developed WIFI modules for supporting women entrepreneurs on digital transformation.

About the Programme

The three-day training will cover the following courses:

- **Foundation Course on Women Empowerment through Business Innovation and Digital Transformation.** This course serves as the cornerstone of the programme and aims to motivate women entrepreneurs to embark on a transformative journey.
- **E-Commerce and Digital Marketing.** This course equips women entrepreneurs with the practical skills needed to establish online presence and effectively market their products or services in the digital space.
- **Data Analytics for Women Entrepreneurs.** This course empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.
- **Business Continuity Planning.** This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

PARTICIPANTS

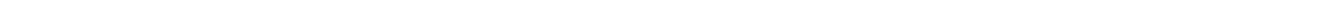
The training will be attended by representatives of women entrepreneur associations in South Asia as well as trainers and women entrepreneurs in Nepal.

VENUE

The training will be held at Hyatt Place, 10 Ropani land, located at Red Cross Road, Soalteemode, Tahachal, Kathmandu.

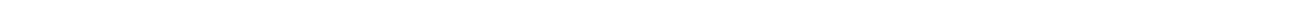
PROGRAMME

Tuesday, 11 June 2024	
Time	Description
08:30 – 09:00	Registration



09:00 - 09:30	<p>Opening Session</p> <ul style="list-style-type: none"> ▪ Welcome Remarks <ul style="list-style-type: none"> ○ Ms. Pramila Acharya Rijal, President, South Asian Women Development Forum ○ Mr. Kiyounng Ko, Director, APCICT/ESCAP ○ Mr. Jiblal Bhusal, Joint Secretary, Ministry of Industry, Commerce and Supplies ▪ Group Photo
09:30 – 10:45	<p>Session 1: Women Empowerment through Business Innovation and Digital Transformation</p> <p>This session highlights the importance of how digital transformation can benefit women entrepreneurs and their businesses, while also highlighting the relevance of the other pecialized courses. It also gives insights into the actual challenges faced by women entrepreneurs and gaps in their respective environment.</p>
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:15	Session 1 continued
12:15 – 13:30	<i>Lunch</i>
13:30 – 15:00	<p>Session 2: Digital Marketing & E-Commerce</p> <p>This session introduces practical skills needed to establish online presence and effectively market their products or services in the digital space. By mastering e-commerce platforms and digital marketing strategies, women entrepreneurs can tap into global markets, reach a wider audience, and boost sales, thereby expanding their businesses beyond geographical boundaries.</p>
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 17:00	Session 2 continued

Wednesday, 12 June 2024	
Time	Description
09:00 – 10:30	Session 2 continued
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 2 continued



12:00 – 13:30	<i>Lunch</i>
13:30 – 15:00	Session 3: Data-Analytics This session explains data analytics for women entrepreneurs to empower the ability to derive insights from data, driving informed decision-making. By understanding customer behaviours and market trends, women entrepreneurs can tailor strategies, optimize processes, and enhance customer experiences, resulting in improved business outcomes.
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 17:00	Session 3 continued



Thursday, 13 June 2024

Time	Description
09:00 – 10:30	Session 4: Business Continuity Planning This session addresses the need for proactive planning in the face of uncertainties. Business continuity planning provides knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses brought about by natural (e.g., COVID-19 pandemic, typhoon, flood) and man-made hazards (e.g., conflict situations, wars, terrorism), as well as managing changes in digital disruptions. It will also discuss business innovation opportunities that may arise from crisis situations.
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 4 continued
12:00 – 13:30	<i>Lunch</i>
13:30 – 15:00	Session 5: Individual Activity
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 16:00	Plenary Presentations Open Discussion, Wrap-up & Evaluation

