



## Women ICT Frontier Initiative Training (Thailand)



### BACKGROUND

Women's entrepreneurship is a force for positive social transformation. The success of women entrepreneurs generates ripple effects such as increased household savings, investment in children's health and education, job creation and significant increases in national GDP. While the Asia-Pacific region has closed some of the gender gaps in health and education, women tend to still be more excluded than men from economic opportunities, whether by restricted entry into the labor force, lower wages, the burden of unpaid domestic labor, vulnerability in dangerous occupations, or lower access to finance and credit. Women entrepreneurs also continue to face disadvantages resulting from their lack of access and capacity to use information and communication technologies.

Information and communications technology (ICT) is an enabler for socio-economic development, participation and empowerment. The 2030 Agenda for Sustainable Development recognizes ICT as valuable tools for facilitating the efforts towards achieving the Sustainable Development Goals (SDGs) and their targets. SDG 5 (Achieve gender equality and empower all women and girls) has targets that address drivers of gender inequality and violence against women, and ensures their full and effective participation in society. It also has a specific target to "enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women" (SDG 5, target 5.b).

It is in this context that the Asian and Pacific Training Centre for ICT for Development (APCICT), a regional institute of the Economic and Social Commission for Asia and the Pacific (ESCAP), embarked on the programme called "Women ICT Frontier Initiative" (WIFI). The WIFI programme aims to promote women's entrepreneurship in Asia and the Pacific through ICT capacity development. It will support women to become economically productive, through entrepreneurship that is enabled by ICT.

To commemorate the Girls in ICT Day Thailand Initiative, APCICT/ESCAP will join the Ministry of Digital Economy and Society, the National Broadcasting and Telecommunications Commission and the International Telecommunication Union and other partners in conducting a digital skills training programs to impart employable digital skills to girls and young women in Thailand. In partnership with the Research Center of Communication and Development Knowledge Management (CCDKM), a virtual WIFI training will be conducted to enhance digital skill and raise awareness of the role of ICT and its applications in business functions among students and young women on 4, 11, 18 May 2021.

**OBJECTIVES**

The training aims to enhance knowledge, skills and abilities in using ICT tools and applications to support e-commerce startup and management.

**FACILITATORS**

Prof. Kamolrat Intaratat, Associate Professor, Faculty of Communication, Sukhothai Thammathirat Open University and Director, CCKDM

CCKDM team

**PATICIPANTS**

The target beneficiaries of this initiative are girls and young women including those from low-income, remotely located and with specific needs in Thailand.

**DATE AND VENUE**

The training will take place virtually scheduled on 4, 11, 18 May 2021.

**CONTACTS**

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**Training schedule (BKK time)**

<b>Date/time</b>	<b>Description</b>
<b>4 May 2021</b> 13:00-14:00	Session 1: How to create and sustain the brand (Branding)
<b>11 May 2021</b> 13:00-14:00	Session 2: Social media tools (Live, Tik Tok, IG, and other tools for e-commerce)
<b>18 May 2021</b> 13:00-14:00	Session 3: online createive content (YouTuber, Reviewer, Blogger (Beauty blogger, Travel blogger, Fashion Blogger), ect)