



APCICT

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



**BANGLADESH
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LEADING THROUGH INNOVATION

Empowering Women Entrepreneurs in Bangladesh through Digital Transformation

27-29 February 2024, Bangladesh Computer Council, Dhaka

Supporting women entrepreneurs, particularly those engaged in micro, small, and medium enterprises (MSMEs), in harnessing the potential of digital tools and platforms is of paramount importance. It is a crucial step towards gender equality in the entrepreneurial ecosystem. Women, despite their immense potential, often face systemic barriers and disparities in accessing resources and opportunities. Digital tools and platforms can level the playing field by providing them with accessible and cost-effective means to market their products, access financial services, and acquire the skills necessary to grow their businesses.

The integration of digital tools and platforms into the business strategies of women entrepreneurs can also lead to increased economic resilience and sustainability. Women-owned MSMEs, in particular, are vulnerable to external shocks, such as economic downturns or natural disasters. Digitalization, such as e-commerce and digital marketing, allows for diversification of revenue streams by tapping into other markets. Additionally, digitalization enables better inventory management, cost optimization, and improved customer engagement, all of which are critical for the survival and growth. Supporting women in MSMEs to adopt digital solutions enhances their ability to weather economic uncertainties, thereby contributing to the overall stability and resilience of their businesses.

The Bangladesh Computer Council, the Bangladesh Institute of ICT for Development and the Asian and Pacific Training Centre for ICT for Development (APCICT) are organizing the **“Capacity Building Programme on Digital Transformation for Women Entrepreneurs in Bangladesh”** on 27-29 February 2024 in Dhaka, Bangladesh. The programme aims to provide women entrepreneurs in the country with a holistic learning journey that will equip them with the mindset, knowledge, and skills needed to embrace digital transformation and succeed in the digital economy.

About the Programme

The programme is based on APCICT's Women ICT Frontier Initiative, a flagship capacity building programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The three-day training will include 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.
- Trust and Security in using Digital Technology. This course imparts women entrepreneurs with fundamental skills concerning online security. It is dedicated to enhancing their basic skills and increasing awareness regarding digital security and data privacy.
- 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 30 women entrepreneurs in Dhaka.

PROGRAMME

Tuesday, 27 February 2024	
Time	Description
8:00 – 8:30	Registration
8:30 - 9:30	Opening Session <ul style="list-style-type: none">▪ Welcome Remarks▪ Group Photo
9:30 – 10:30	Session 1: Women Empowerment through Business Innovation and Digital Transformation
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:30	Session 1 continued
12:30 – 2:00	<i>Lunch</i>
2:00 – 3:30	Session 2: Digital Marketing & E-Commerce
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 5:30	Session 2 continued

Wednesday, 28 February 2024

Time	Description
9:00 – 10:30	Session 3: Data-Analytics
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:30	Session 3 continued
12:30 – 2:00	<i>Lunch</i>
2:00 – 3:30	Session 4: Trust and Security
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 5:30	Session 4 continued

Thursday, 29 February 2024

Time	Description
9:00 – 10:30	Session 5: Business Continuity Planning
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:30	Session 5: continued
12:30 – 2:00	<i>Lunch</i>
2:00 – 3:30	Session 6: Individual Exercise and Reporting
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 4:30	Session 6: continued
4:30 – 5:00	Evaluation Closing