



SSWA

Subregional Office for
South and South-West Asia



ESCAP'S INITIATIVES ON ONBOARDING WOMEN MSME IN VALUE CHAIN IN SOUTH AND SOUTH-WEST ASIA

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New Delhi, India

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CHALLENGES

Only 18% of firms in South Asia have female participation in ownership, compared to the global average of 34% (2021) .

The region has the second-lowest regional female labour force participation (FLFP) rate at 22% for women against 77 % for men (second only to the Middle East and North Africa).

Additionally, the Global Entrepreneurship Monitor reports that women's entrepreneurial activity rates in South and Southwest Asia are lower than those of men.

A survey of women entrepreneurs showed that 41% had an internet-capable mobile phone, but only 16% had activated the internet services and only 6% used their phones for the business

Many women face cultural and societal barriers that limit their access to resources, education, and networks necessary for entrepreneurship. Discriminatory laws and regulations also hinder their progress.



ESCAP'S PROJECT SUPPORTED BY EIF

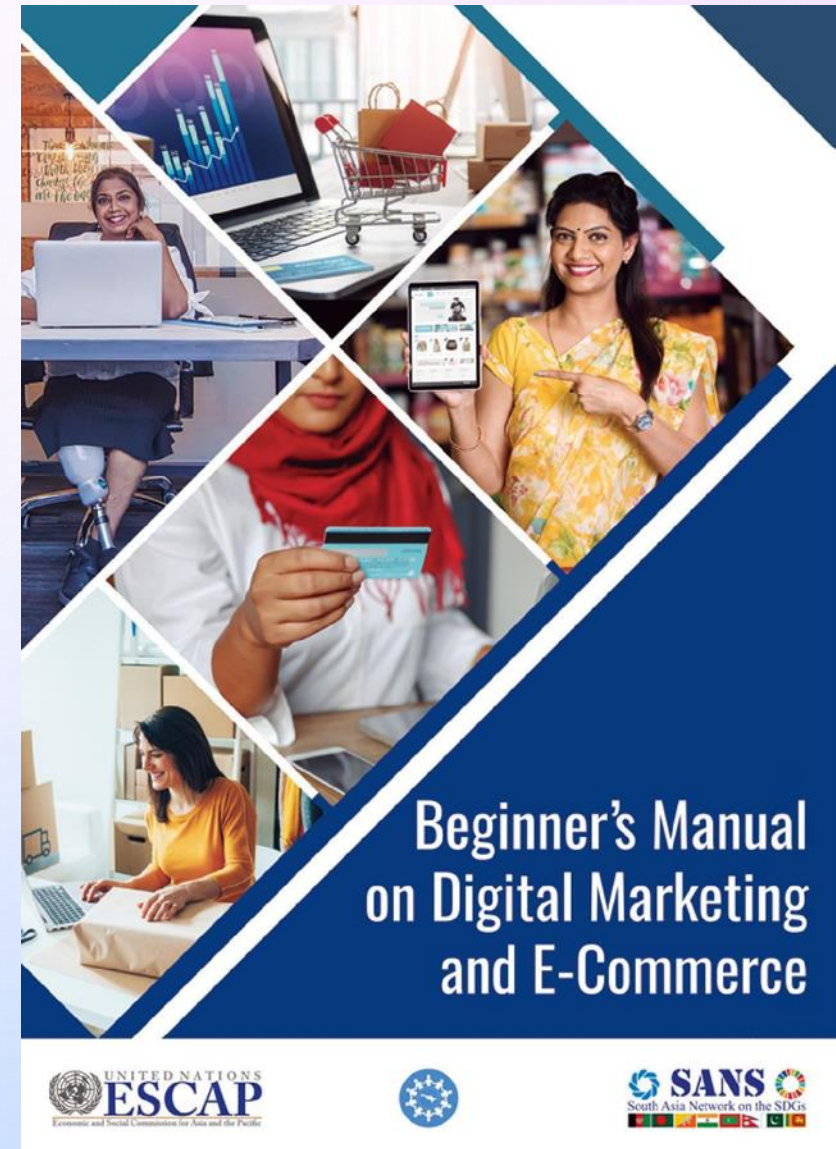
- **Period: July 2019 – March 2023**
- **Objective: To enhance the knowledge and capacity of target women entrepreneurs in the application of e-commerce platforms to expand their business exports and participate in local, regional and global supply chains (Target 100 WE from MSMEs)**
- **Target countries: Afghanistan, Bangladesh, Bhutan And Nepal (extended by ESCAP to all 10 countries of subregion)**
- **Developed partnerships: Governments, SAWDF, UNCT, Commonwealth Secretariat, WTO, Women Associations, SANS, Entrepreneurs and Business Associates.**

BEGINNER'S MANUAL ON DIGITAL MARKETING AND E-COMMERCE

➤ LINK TO DOWNLOAD

[HTTPS://WWW.UNESCAP.ORG/KP/2022/BEGINNERS-MANUAL-DIGITAL-MARKETING-AND-E-COMMERCE](https://www.unescap.org/kp/2022/beginners-manual-digital-marketing-and-e-commerce)

- ✓ A **step-by-step guide** on how to start an online business to provide practical, hands-on training for women entrepreneurs
- ✓ Can be used by anyone to UNderstand:
 - Concepts of e-commerce and digital marketing
 - USING SOCIAL MEDIA AND REGISTERING WITH VARIOUS E-MARKET PLACES
 - UPLOAD PRODUCT AND SERVICES CATALOGUE, INVENTORY MANAGEMENT



WHAT WE DID

- Facebook Page link <https://www.facebook.com/wesellonline.org>
- Facebook Group link <https://www.facebook.com/groups/wesellonline>
- Instagram page link https://www.instagram.com/wesellonline_org/
- Youtube channel
https://www.youtube.com/channel/UCh_VKgd_G23REpvRHglpydA
- Twitter page link <https://mobile.twitter.com/Wesellonlineorg>
- WhatsApp

Results

Effective partnership with women organisations – SAWDF, UBUNTU, WECOM, Chambers, UNCT etc.

Network - 3200 women entrepreneurs from 25 countries (Target of 4 countries and 100 women)

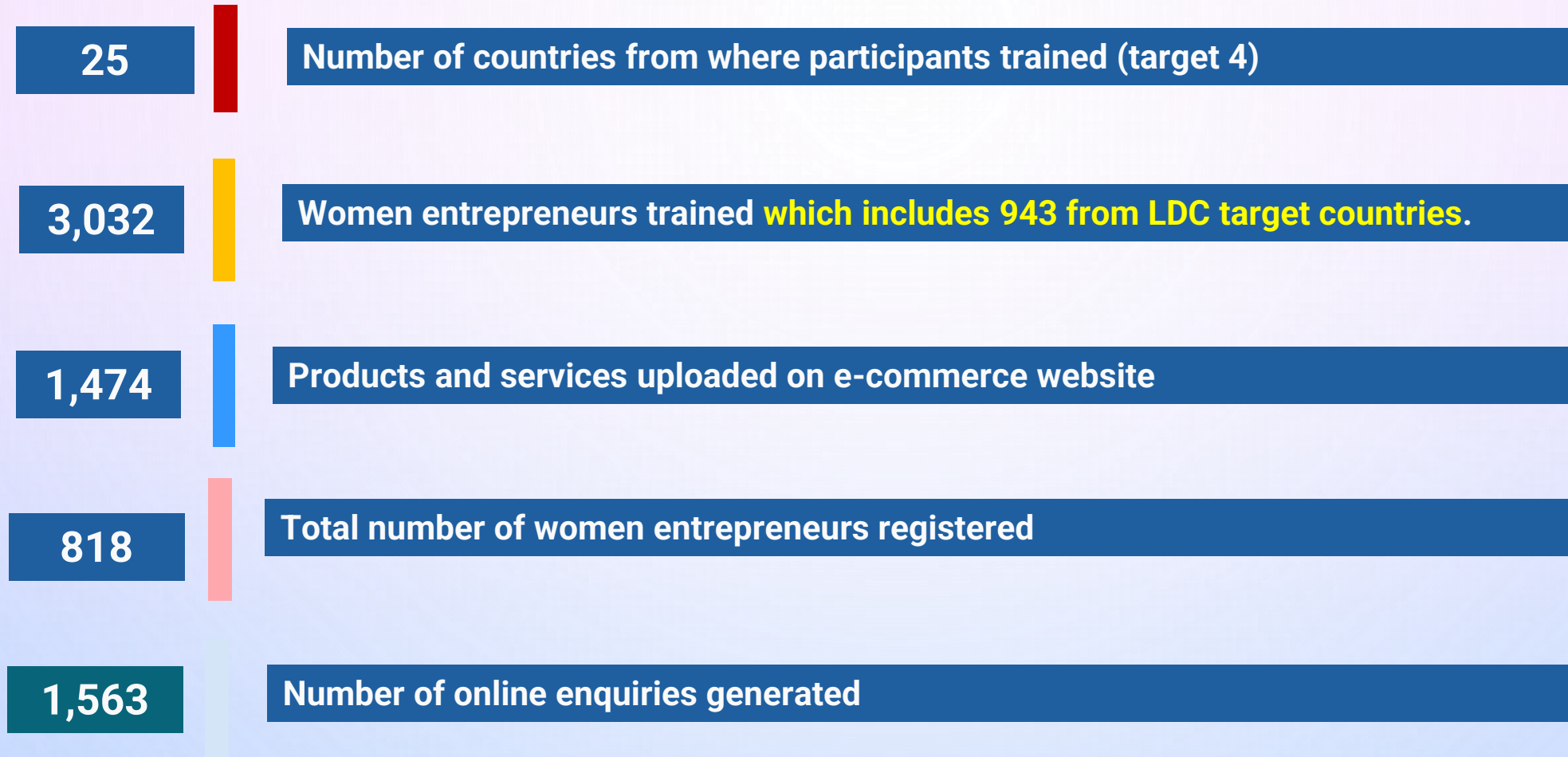
Trained women entrepreneurs agreed that their business expanded

80% of trained women entrepreneurs agreed that they were able to improve access to local, regional and global supply chains. (online survey)

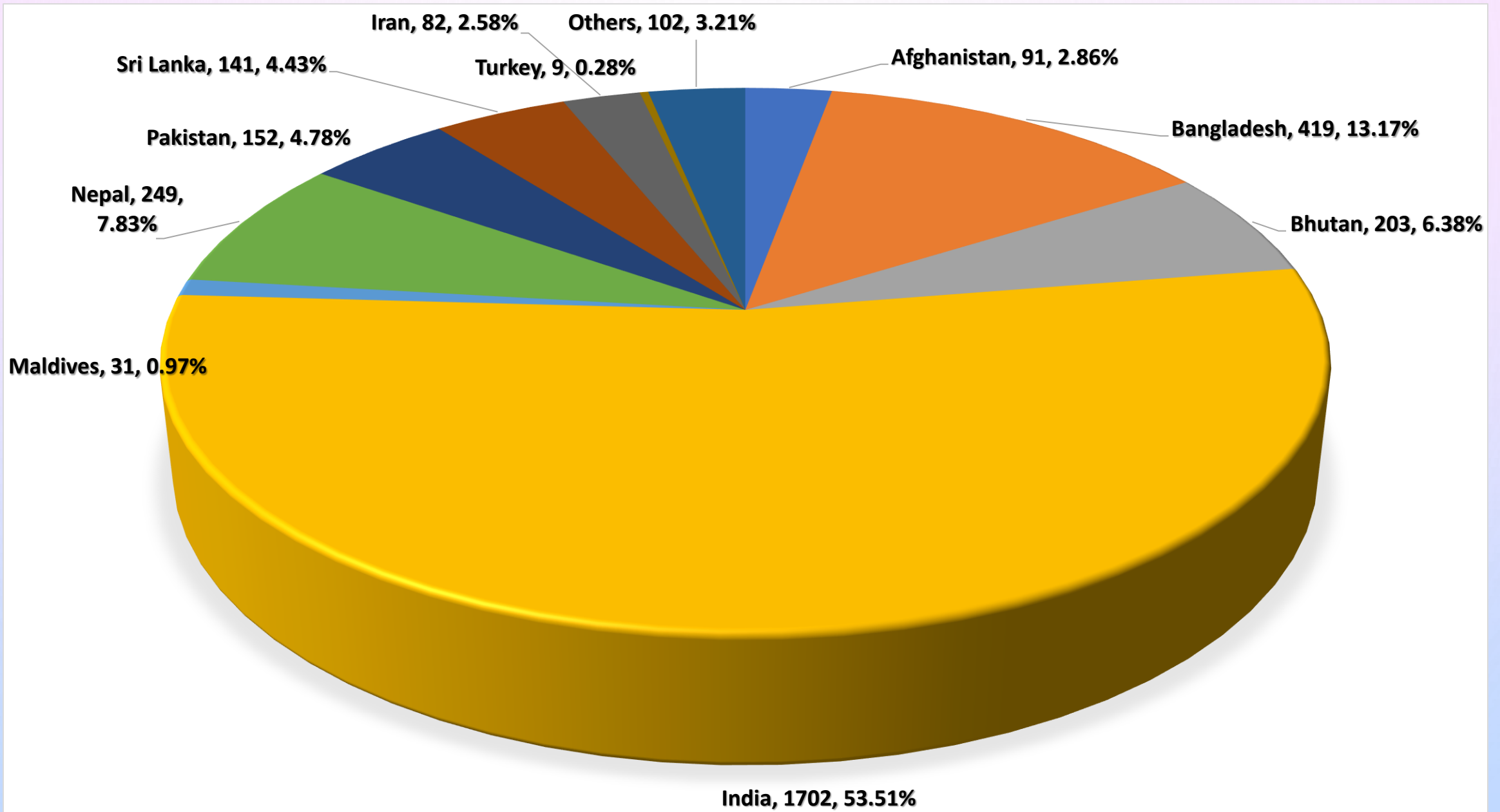
US \$ 160,000 worth trade enquiries generated



RESULTS



A network of 3000 WE was created, which also saw formation of new W-W B supply chains at regional and global level.



UNFINISHED AGENDA

- Trade financing**
- Green economy and innovative technology**
- Sensitising on government policies and rules on export promotion, policy advocacy on gender empowerment**
- Supply chain management**
- Product development**
- Marketing**



My business has expanded from Sri Lanka to many countries abroad. Customer got to know thru Wesellonline platform. Thanks to the training by UNESCAP and the online platform to sell my products, we have expanded our market.
- Lasanthi Pereira



Thanks to the ESCAP Training I attended, I was able to get orders from Africa and India. I've also got lots of job opportunities today at age 24.
- Paneri Shah



Because of the ESCAP Trainings, I was able to get more orders, including from Bhutan. I thank the team for the networking opportunities given to us.
- Anitha Suresh



My business, the Boju Store based in Nepal, has expanded and has benefitted because of the UNESCAP training session. I would like to thank UNESCAP for connecting women from eight different countries.
-- Palina Rai



Due to the network created at the training, I received an order from Mauritius for customized gowns and now we will be launching a new range in collaboration in Mauritius.
- Pooja Bhagchandani



I have received many enquiries and many people from different countries have got to know about my work. My studio has become known after the training.
- Rinzin Wangmo



THANK YOU