

DIGITAL UDYAMITA

Digitally Enabling and Empowering
Entrepreneurs

SETTING THE CONTEXT

A Study Findings in Assam in 2023 in 5 districts

90 % of Rural Women Entrepreneurs (RWEs) face digital access, knowledge, facilitation related challenges in rural areas

90% of RWEs feel increasing understanding of need for going digital in business

All 100 % of RWEs feels the need for local cluster level digital access and facilitation support

All 100 % of RWEs feels need for regular training, handholding and support

74 % of RWEs use of digital is at basic levels and some at non-existent levels

For all 100 % RWEs, access and facilitation, and digital support will lead to increase in demands and markets

For all 100 % of RWEs generating demands and markets is a challenge area and digital can play a big role.

92% of RWEs have family support in their RWE activities.

High-jumping the Digital Barriers to Entrepreneurship for Women Entrepreneurs

Device and network

Skills and capacities to navigate

Access to windows of opportunities & resources

Digital language barrier

Digital communication & engagement

Digital enterprise challenges

ABOUT

Digital Udyamita

Digital Udyamita is an initiative towards digital inclusion, empowerment and advancement of Nano, Micro, Women and Rural Entrepreneurs. It seeks to build capacities and identities of entrepreneurs for their increased, safe and gainful participation in the digital business and in the digital economy. With increased, improved and advanced digital skills, entrepreneurs will have better access to information, opportunities, market, networking and income.

Objectives

Empower entrepreneurs with essential digital skills for online marketing, business operations, & secure transactions.

Enable entrepreneurs to establish and enhance their online presence for wider reach and business growth.

Promote safe & effective use of digital tools for business management & financial transactions.

Digital Udyamita Focus

02

Cyber safe / Safe business online

Set up office and essential technology.

04

Digital Payments

Create logo and establish brand identity.

Digital Portfolio Making for Enterprises

01

Identify competitors and market trends.

Digital Marketing

03

Design, develop, and test the prototype.

Udyam Registration

05

Improve supply chain and customer service.

TRAINING OUTLINES

MODULE 1: DIGITAL FUNDAMENTALS FOR BUSINESS

- Introduction to the Digital World & its importance for small businesses.
- Basic Digital Literacy (using smartphones, internet basics).
- Introduction to the program's focus areas.

MODULE 2: BUILDING YOUR ONLINE PRESENCE

- Online Business Registration basics (Udyam Registration, etc.).
- Creating a simple Digital Portfolio/Online Profile (e.g., Google My Business, social media page).
- Developing a simple website or online catalog (introduction).

MODULE 3: DIGITAL MARKETING ESSENTIALS

- Understanding your target customer online.
- Using social media for business (Facebook, Instagram, WhatsApp Business).
- Basic content creation for online platforms (photos, simple text).
- Introduction to online advertising (optional/basic).

MODULE 4: DIGITAL PAYMENTS AND FINANCIAL LITERACY

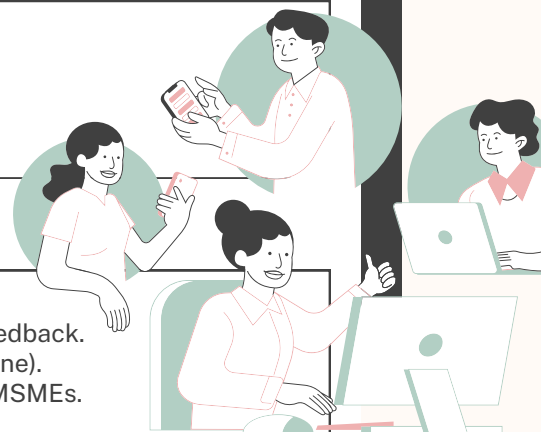
- Introduction to Digital Payment methods (UPI, mobile wallets, QR codes).
- Setting up and using digital payment accounts.
- Basic digital record-keeping for transactions.

MODULE 5: CYBER SAFETY FOR BUSINESSES

- Identifying common online risks (scams, phishing).
- Creating strong passwords and securing accounts.
- Safe practices for online transactions and data protection.

MODULE 6: TAKING YOUR BUSINESS FORWARD DIGITALLY

- Leveraging digital tools for customer communication and feedback.
- Exploring e-commerce platforms (introduction to selling online).
- Overview of government schemes and digital resources for MSMEs.





TRAINING DURATION (MINIMAL)

- Module 1: Digital Fundamentals for Business: 1-2 hours
- Module 2: Building Your Online Presence: 2-3 hours
- Module 3: Digital Marketing Essentials: 3-4 hours
- Module 4: Digital Payments and Financial Literacy: 2-3 hours
- Module 5: Cyber Safety for Businesses: 2-3 hours
- Module 6: Taking Your Business Forward Digitally: 2-3 hours



TRAINING FORMAT

- Interactive Workshops: Engaging sessions with real-life examples and case studies.
- Practical Exercises: Hands-on activities to reinforce learning (e.g., securing social media accounts, identifying phishing attempts).
- Awareness Campaigns: Spreading key safety messages through various channels.
- Resource Materials: Providing easy-to-use guides and toolkits.



MONITORING & EVALUATION

- Pre – workshop assessments
- Workshop with Modules
- Post-workshop assessments
- Follow-up surveys
- Case studies Case studies of participants who prevented fraud post-training.

