

#SheMeansBusiness

# Bringing Businesses Online in Bangladesh



Continuation ▶



# Offline & Online Training



## OFFLINE TRAINING

### Key Activities

**24**  
sessions conducted

**7**  
different industries

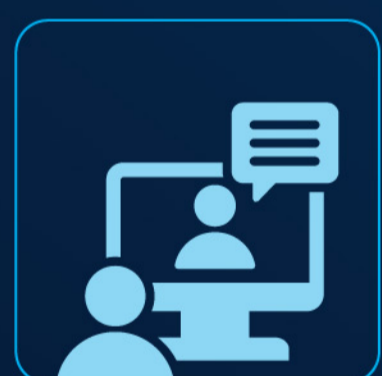
**13**  
districts

**98%**  
female entrepreneurs

### Impact

**89.16%**

of attendees felt significantly more knowledgeable in using Meta's tools



## ONLINE TRAINING

### Key Activities

**6**  
sessions conducted

**7**  
different industries

**Region agnostic**  
(All over Bangladesh)

**86%**  
female entrepreneurs

### Impact

**88.20%**

of attendees felt significantly more knowledgeable in using Meta's tools

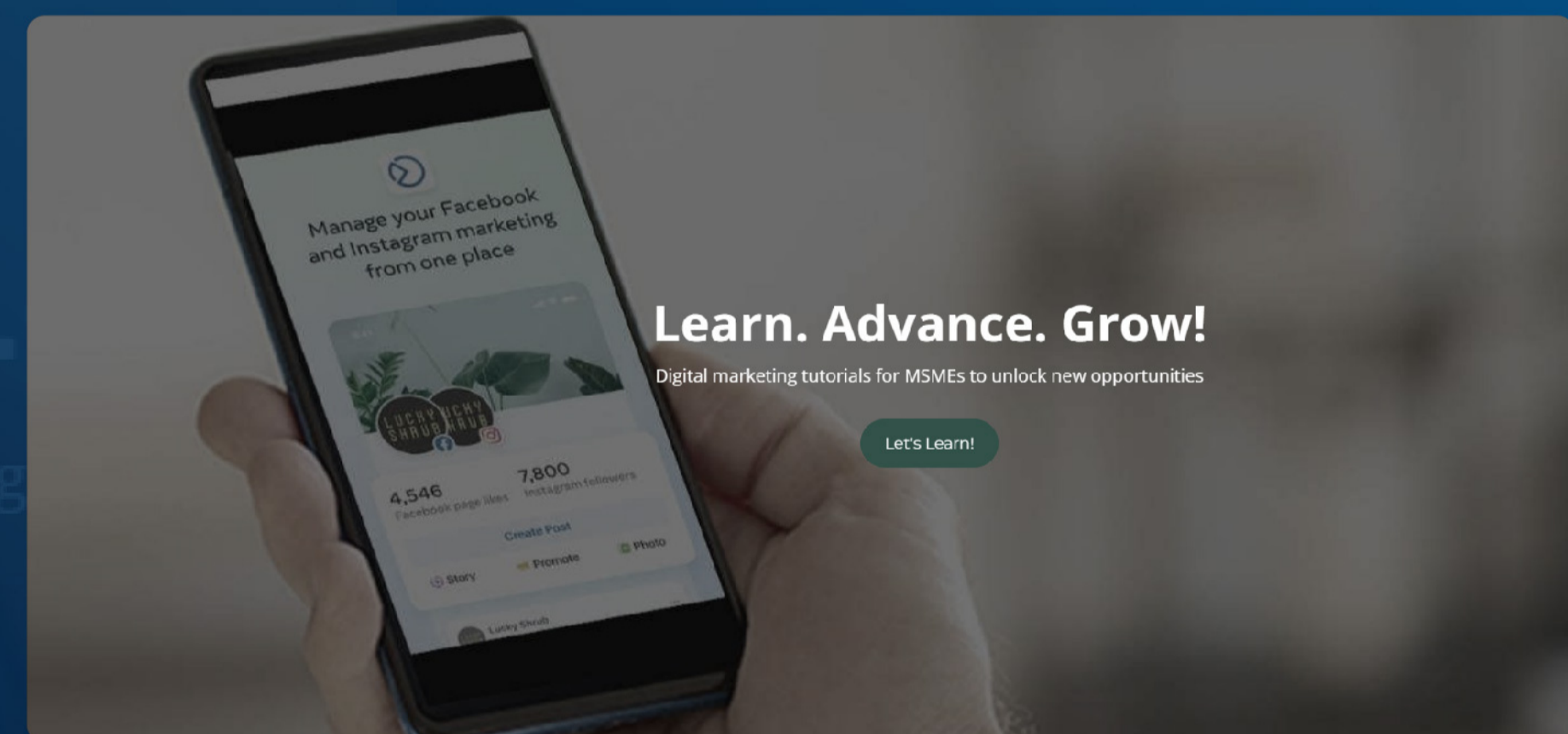
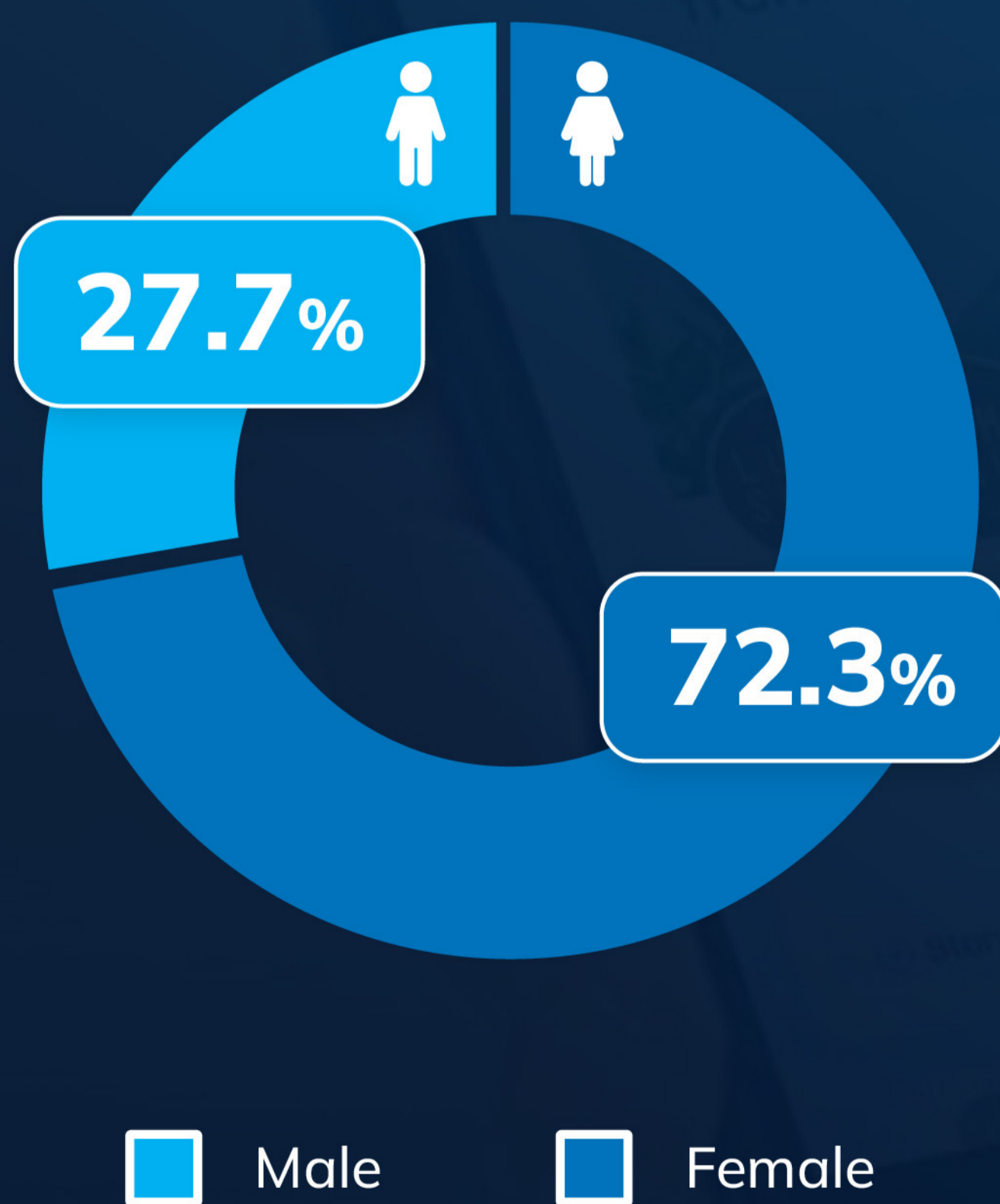
# On-Demand Learning Platform



As part of our commitment to providing accessible educational content for entrepreneurs across the nation, LightCastle has introduced an On-Demand Learning Platform on our website, "Entrepreneurs of Bangladesh." Through this platform, we have successfully trained more than **22,000** Small and Medium-sized Businesses (SMBs), equipping them with the skills necessary to foster business growth in today's global digital economy.

## Gender composition of viewers

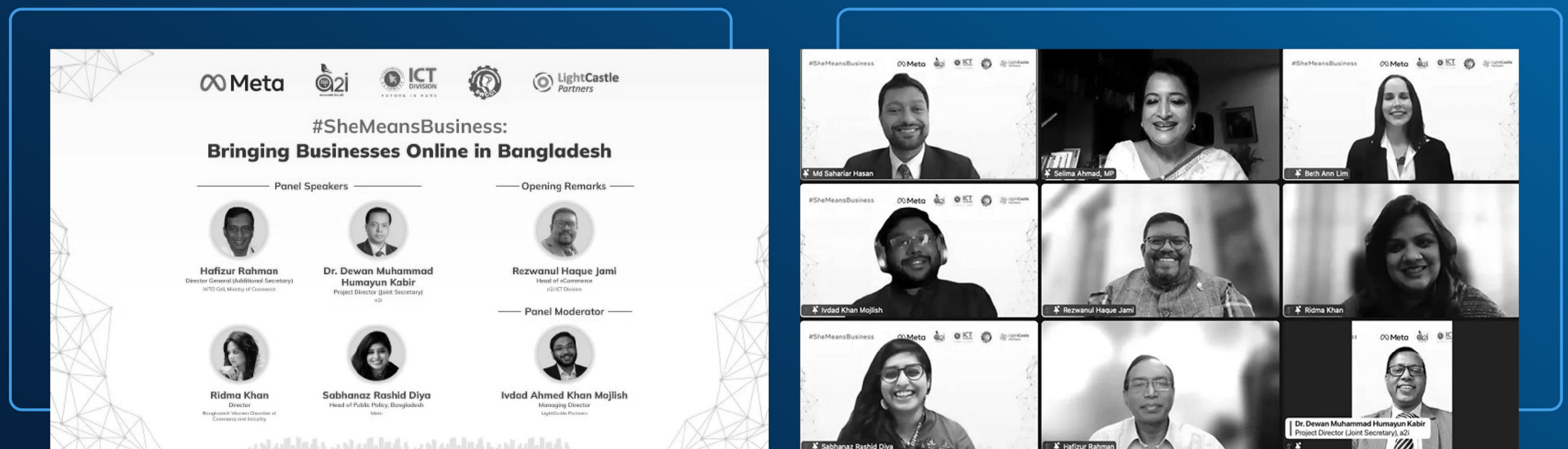
Source: Meta Business Suite Analytics



## Policy Advocacy - I

### ■ Launch of #SheMeansBusiness: Bringing Businesses Online in Bangladesh

The #SheMeansBusiness program was formally launched in Bangladesh via a virtual policy dialogue on March 29, 2022. Discussions during the dialogue revolved around "the significance of integrating digital tools for the growth of SMBs to foster sustainable growth in line with the demands of the 21st-century global digital economy."



#### Chief Guest:

**Selima Ahmad MP**

President, BWCCI

#### Moderator:

**Ivdad Ahmed Khan Mojlish**

Managing Director, LightCastle Partners

#### Panelists:

**Hafizur Rahman**

Director General (Additional Secretary), Ministry of Commerce

**Ridma Khan**

Director, BWCCI

**Dr. Dewan Muhammad Humayun Kabir**

Project Director (Joint Secretary), a2i

**Sabhanaz Rashid Diya**

Head of Public Policy, Bangladesh, Meta

# Policy Advocacy - II

## ■ Digital Entrepreneurship and Communities Summit

Meta celebrated women entrepreneurs' contributions to Bangladesh's digital economy through the Digital Entrepreneurship and Communities Summit" in partnership with the a2i program, BWCCI, and LightCastle Partners. The event facilitated discussions between Small and Medium Sized Enterprises (SMBs), policymakers, and private sector partners, all aimed at collaboratively identifying strategies for enhancing the support mechanisms accessible to female entrepreneurs in the digital economy.



Ivdad Ahmed Khan Mojlish presenting key insights from the #SheMeansBusiness pilot

### Guests:

#### Salman F Rahman, MP

Private Industry and Investment Adviser to the Prime Minister of Bangladesh

#### Zunaid Ahmed Palak, MP

State Minister for ICT, Bangladesh

#### Simon Milner

Vice President of Public Policy (Asia Pacific Region), Meta

To learn more about the project, visit  
[www.lightcastlebd.com](http://www.lightcastlebd.com)

