

# MSME Digitalization and e-commerce

Name of Initiative:	Getting MSMEs Online
Duration:	2021 to 2024
Current participating Countries:	Saint Kitts and Nevis
Objective:	To enable MSMEs to participate in e-commerce through the provision of websites to be hosted at the National ICT Centre.
Activities:	Trainings and workshops, policy development for web developers, website development and design, hosting provision for MSMEs.
Cost and Funding:	USD \$100,000 seed funding Grant from the OAS Development Cooperation Fund (DCF) secured.
Request from Partners:	<ul style="list-style-type: none"><li>- Additional funding</li><li>- Benchmark for ensuring cybersecurity requirements of e-commerce websites</li><li>- Policy and standards for constructing e-commerce websites</li><li>- Capacity building on digitalization for MSMEs including digital/social media marketing, business model development, and online order fulfillment</li><li>- Marketing tools and platforms for MSMEs</li></ul>

## Sub-themes:

- Small and Medium Enterprises (SME)
- Entrepreneurship
- Digital Inclusion
- Innovation
- Digital Transformation

## Beneficiaries:

10 Web developers  
20 MSME operators

## Expected Results

- Capacity developed for 15 to 20 MSMEs in digital/social media marketing, business model development, and online order fulfillment.
- Standard established to provide guidance to national web developers
- Developers better equipped to face the challenges of building & maintaining an online presence for businesses
- Participating MSMEs equipped to receive product orders and deliver services online

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