

Digitalization of MSMEs and e-commerce

Name of the initiative:	Yo Emprendo Mi Tierra with SENPRENDE
Duration:	2021–2024
Participating countries:	Honduras
Objective:	Strengthen up to 100 returned migrants and people at risk of migrating (women and men) with technical and financial skills for establishing MSMEs.
Activities:	Technical assistance for the formulation and development of business models and training in crosscutting skills. Development of a marketing plan for enterprise generation. Workshops on profile creation and use of virtual platforms and social networks. Local consumption awareness and empowerment campaigns. Mapping of strategic partners to provide enterprise promotion spaces.
Cost and financing:	US\$100,000 in seed capital from the OAS Development Cooperation Fund Country contribution: US\$50,750 (expected)
Request for partners:	<ul style="list-style-type: none">- Additional financing.- Business development and innovation training- Digitalization of MSME products and services- Digital skills development- E-commerce tools and best practices for MSMEs- Psychosocial assistance training

Sub-topics

- Micro, small and medium-sized enterprises (MSMEs)
- Entrepreneurship
- Digital inclusion
- Innovation
- Digital transformation

Beneficiaries

- 100 returned migrants the municipalities of San Pedro Sula, Choloma, Villanueva, and El Progreso.

Expected outcomes

- 100 returned migrants trained in business model development and soft skills.
- 40 companies legally constituted and digitalized on e-commerce platforms to sell their products online.
- Increase in local consumption and corporate social responsibility.

Point of contact for additional information:
Luz Angela Serrano
Lserrano@oas.org