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.

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

Request from Partners:
- Additional funding
- Benchmark for ensuring cybersecurity requirements of e-commerce websites
- Policy and standards for constructing e-commerce websites
- Capacity building on digitalization for MSMEs including digital/social media marketing, business model development, and online order fulfillment
- Marketing tools and platforms for MSMEs

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