



From Fields to Online Markets RDF's 8-Day E-Commerce Training for Farmers & SMEs



1 Project Snapshot

The Research and Development Foundation (RDF), in partnership with the Better Cotton Initiative (BCI), rolled out an 8-day intensive E-Commerce Training in Tando Adam under the project "Improving Cotton Quality Production through Climate-Resilient Practices, with a Focus on Women Farmers."

A total of 30 participants (16 men & 14 women) from farming and small business backgrounds joined this digital journey. The goal: to unlock new income opportunities by equipping them with digital literacy and entrepreneurial skills for online business.

2

Why This Training?



Empower farmers & SMEs with hands-on e-commerce skills.

Enhance digital marketing, branding & customer engagement capacity.



Enable participants to create, manage, and grow online stores.

Promote alternative livelihoods through digital trade.



Ensure active participation of women, breaking digital barriers.

3 How It Was Delivered



01 Duration

8 full days of interactive learning

02 Tools

Urdu & Sindhi training handbooks, pre- and post-tests



03 Methodology

Blended learning (lectures, role plays, group work, case studies, Q&A, practical exercises)



04 Audience

Farmers, small entrepreneurs, and women keen on digital entrepreneurship



4 What They Learned

E-commerce platforms

Daraz, OLX, Facebook Market-place, Shopify, Amazon



Digital Marketing

Social media branding, ad creation, customer engagement



Participants explored



Business Essentials

Pricing, costing, planning, packaging & logistics



Tech Tools

Digital Khata for smart record-keeping

5 Success Stories & Achievements

14 participants successfully launched e-stores on Daraz

27 participants created Facebook business pages

01

02

03

04

5 innovative business ideas pitched and developed

Hands-on digital content creation using mobile apps

6 Real Results

A participant sold seeds online and earned PKR 5,000



A trainee secured 2 new online orders via Facebook ads



Another trainee knowledge score improved drastically



Women overcame digital literacy barriers to launch online shops



7 Impact & Way Forward

This initiative proved that farmers and SMEs can thrive in the digital economy with the right guidance. The training sparked confidence, created income streams, and inspired women's digital participation.

With continuous mentorship, refresher sessions, and follow-ups, the program has strong potential to:



Diversify Rural Livelihoods



Strengthen Women's Economic Roles



Contribute to Sustainable Growth in Sanghar