




## Digital Market Development for Rural Women Entrepreneurs in Iran






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Village Digitalization as an Instrument for the Promotion of Village Development and  
Economic Empowerment In the Context of Village Governance Workshop


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## Iran




	Number	Percent
<b>Population</b>	<b>85.000.000</b>	
<b>Rural and Nomad population</b>	<b>22.000.000</b>	<b>26%</b>
<b>Rural and Nomad women population:</b>	<b>11.000.000</b>	<b>13%</b>



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Marketing has always been a major obstacle to the economic empowerment of rural women.



COVID-19 crisis has exacerbated the problem.

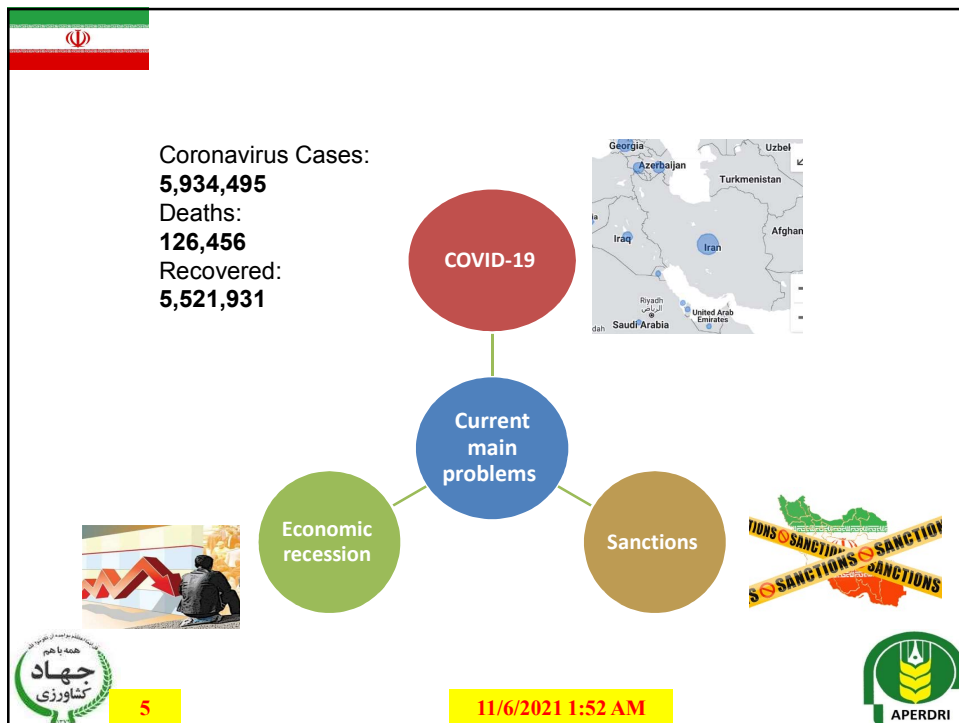
“Digital marketing” could be a means for tackling some problems.



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## National Plan of Digital Economy and Women Entrepreneurs' Access to Legal Digital Markets

A Joint project between the Presidential office for women and family and Rural and Nomad woman Agricultural Activities Development Office on 2020.

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**Two main process:**

- 1) Rural women participation and collaboration :  
Strengthening joint cooperation between women entrepreneurs in different sectors and facilitators who have field work experience and help them to prepare a joint economic plan.
- 2) Improving the skills and abilities of rural women entrepreneurs to present their products in virtual portals with the participation of start-ups, accelerators and provincial incubators.  
Knowledge-based startups and entrepreneur companies must have the knowledge and expertise of information processing, Internet advertising, computer, registration, branding and digital marketing skills along with a local community-based approach.


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**Key note (1):** Start-ups and knowledge-based or creative groups act as facilitators. Their services are paid. Therefore, they do not have any share in the profit of selling the products of women entrepreneurs.


**Key note (2)** Start-ups communicate with the local community only through accelerators.

**Key note (3)** Cooperation with 31 facilitator groups and 63 start-up groups and holding more than 25 webinars for the target group



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**Basic requirements for developing digital market for rural women**


- ❖ Access to Internet (96%)
- ❖ Raising awareness in various fields such as cyberspace, expectations of domestic and foreign buyers, the importance of highlighting local identity in women's products .
- ❖ Skills such as teamwork skills in order to provide more resources, improve the quantity and quality of products
- ❖ Cooperation with specialized companies and start-ups to connect their products to the private sector
- ❖ Ability to standardize and digitize products,
- ❖ Ability to develop brand and register products,
- ❖ Improvement of value chain, packaging, storage, transfer



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## Main stakeholders in the digital market development plan for rural women


- Ministry of Jihad Agriculture (Women Micro Credit Funds, No: 1800)
- Ministry of Labor, Cooperation and Social Affairs (Women Workers Cooperatives – No.: 2500 Cooperatives)
- Welfare Organization ( Self-help groups, No.: 1460 female-headed households in the country)
- Formal Network of Women Entrepreneurs under President Women and Family Deputy (No.: 120)
- Women Job creation cooperatives under President Women and Family Deputy (No.: 100)
- Start-ups and knowledge –based organizations.




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By this joint project different national and international training courses were held for empowering women producers in order to get digital bo0th





### CERTIFICATE


This is to certify that  
Fateme Derisavi  
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Online e-learning course on Digital Marketing and E-commerce


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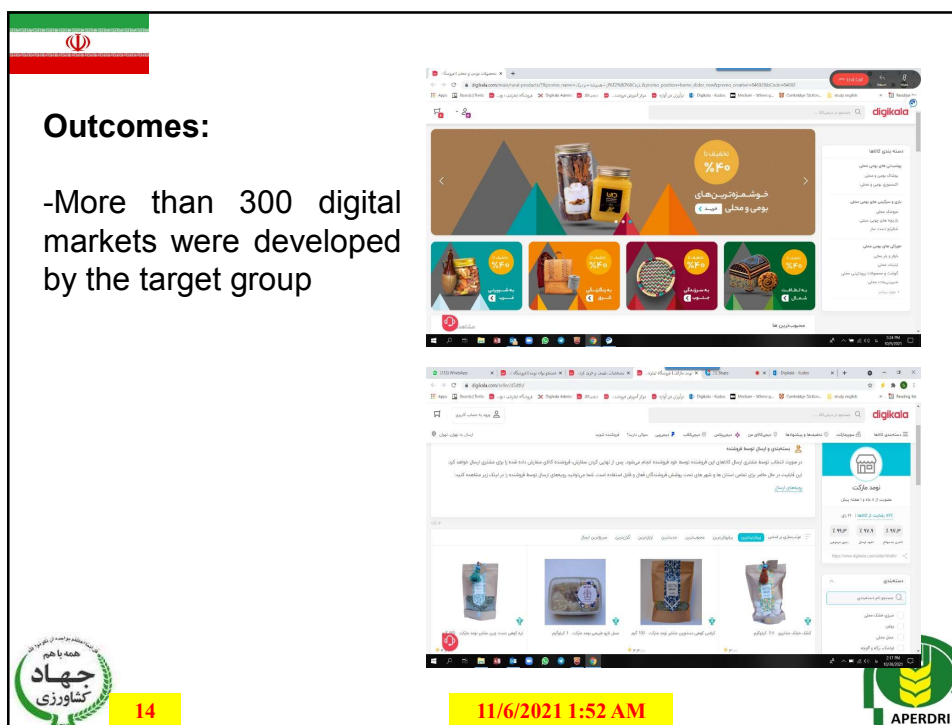
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## Main outcomes:


-Improvement in packaging, branding and advertisement activities



## Outcomes:


-More than 300 digital markets were developed by the target group







**Challenges**

- International markets are not accessible because of sanctions,
- Less attention to the local and small scale activities including the activities of rural women, their needs and requirements,
- Less development in rural postal communication




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**Way forward:**

- Establishing a network of project beneficiaries at national, provincial and local level,
- Development of participatory methods for monitoring and evaluation of the project,
- Participatory documentation of the project activities, outputs and impacts,
- Planning for monitoring the implementation of follow-up activities of training courses.



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Thank you for your attention



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