



**5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang  
MSMEs**

Date – 25<sup>th</sup> – 29<sup>th</sup> September 2023

Venue(Opening Session)– Office No(30), Ministry of Industry, Myanmar

Venue(Training) – Thingaha Hotel, Nay Pyi Taw

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25.9.2023 ( from 9:30 AM–16:30 PM)

**Basic Level – Introduction to Digital tools**

Time	Remarks
09:00–09:30	Registration
09:30–10:15	<b>Opening Session</b>
10:15–11:15	Refreshment
11:15–12:15	<b>Morning Session</b> Understanding Basic Digital Concept and its importance for MSME
12:15–13:30	Lunch Break
13:30–14:30	<b>Afternoon Session</b> Google mail, google drive, google calendar, google doc, google sheet, google slide, google related applications
14:30–15:00	Refreshment
18:30–21:00	Dinner



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26.9.2023 ( from 9:30 AM–16:45 PM)

**Basic Level – Utilizing of essential digital tools for MSME Development/ Business**

Time	Remarks
09:00–09:30	<b>Registration</b>
09:30–10:45	<b>Morning Session</b> (Introduction to essential basic digital Literacy skills) Creating professional e-mail accounts, social media accounts and Communication etiquette How to use devices like a computer,tablet or mobile phone for simple,personal and work tasks How to establish the social media profiles for business (Facebook, LinkedIn, Tiktok, Twitter, Instagram) including practical exercise
10:45–11:00	<b>Refreshment</b>
11:00–12:30	<b>Morning Session</b> Success stories of Small businesses by using the digital tools and online applications
12:30–13:30	<b>Lunch Break</b>
13:30–14:30	<b>Afternoon Session</b> How to use essential Digital skills for basic content creation and online branding (such as video editor software, photo editor example., how to use canva.com) including practical exercise
14:30–15:30	Basic of data management, organizing digital files and using cloud storage.(data to digitalization)
15:30–15:45	<b>Refreshment</b>
15:45–16:45	Data-Driven Marketing with Google Analytic



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#### Intermediate Level – Data Management and Cybersecurity

Time	Remarks
09:00–09:30	Registration
09:30–10:45	<b>Morning Session</b> How to find and use information effectively on the Internet searching
10:45–11:00	Refreshment
11:00–12:30	<b>Morning Session</b> Content writing skills for social media platforms including practical exercise
12:30–13:30	Lunch Break
13:30–15:30	<b>Afternoon Session</b> Cybersecurity awareness, understanding common threats and basics security measures
15:30–15:45	Refreshment
15:45–16:45	Protecting from cybercrime and cyberattack

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28.9.2023 ( from 9:30 AM–16:45 PM)

### Intermediate Level – Digital Marketing and E-commerce

Time	Remarks
09:00–09:30	<b>Registration</b>
09:30–10:45	<b>Morning Session</b> 1. Basic Knowledge for Digital Transformation and applications for MSMEs digital transformation 2. E-Business Strategies and Management
10:45–11:00	<b>Refreshment</b>
11:00–12:30	<b>Morning Session</b> 3. How to be safe and responsible online businesses for protecting own IP rights and avoiding to exploit others' IP right
12:30–13:30	<b>Lunch Break</b>
13:30–15:30	<b>Afternoon Session</b> 4. Basic Training of Digital Transformation Management for MSMEs (Design thinking for product) 5. Basic knowledge of marketing technique
15:30–15:45	<b>Refreshment</b>
15:45–16:45	6. Social media marketing (Zero cost marketing, video marketing) and its tools 7. How to establish the E-market place on the Facebook for business, and the basics of setting up an online market store and managing the store (practical)



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29.9.2023 ( from 9:30 AM–17:00 PM)

#### Advance Level – Digital Financing and Management

Time	Remarks
09:00–09:30	Registration
09:30–10:45	<b>Morning Session</b> 1. Basic Financial Management 2. Digital Financial Management using with digital apps (i.e., Zipbooks)
10:45–11:00	Refreshment
11:00–12:30	<b>Morning Session</b> 3.How to use digital app Zipbooks (Practical exercise)
12:30–13:30	Lunch Break
13:30–15:30	<b>Afternoon Session</b> 4.Basic knowledge of digital systems (Enterprise resource planning system (ERP), Point of sale (POS), Customer Relation Management (CRM), Digital software for back office (HRM software)) 5. AI for entrepreneurship( Chat GPT)
15:30–15:45	Refreshment
15:45–16:30	6. Recapitulation for 5 Days Training
16:30–17:00	Closing the Training

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