

Business

Inflation for August 2024

20.4%

Source: Ghana Statistical Service

Telecel Ghana rolls out special package for women in business

Business Desk Report

TELECEL Ghana has launched its groundbreaking Women in Business (WIB) package, designed to equip, empower and support female entrepreneurs across the country.

The WIB initiative offers a comprehensive suite of tailored resources, services and events that address the unique needs of women-led small to medium-scale enterprises (SMEs).

It includes free website development, access to grants and loans, health and life insurance packages, e-commerce and physical marketplace support, access to knowledge and insights platforms, as well as networking and reward programmes.

SME Month

The Women in Business Initiative forms part of Telecel Ghana's SME Month celebration under the theme: 'Connecting Businesses —

Connecting the Woman in Business'. It is now available to women-led businesses.

The benefits are designed under six key pillars according to a release issued in Accra.

These are Reach, Accelerate, Engage, Empower, Assure and Reward.

It's said Reach means access to free business website development, access to regional cashless bazaars and festivals to connect local businesses with their communities and an opportunity to sell products and services to a wider market via Telecel Play.

Empower on the other hand is webinar sessions with influential women from various industries, highlighting their journeys to success and a video series featuring influential women sharing bite-sized wisdom and insights.

For Accelerate, it's about access to collateral-free loans with preferential interest rates from partners including ABSA, Fido and the McDan Foundation. WIB participants have

the chance to pitch and secure spots on the McDan Entrepreneurship Challenge, while Engage is about networking with 100 influential women at the Women 100 Power Lunch event and attending events organised for women-led businesses and professionals.

The release said Assure will enable them to benefit from health and life insurance packages from their partner, MicroEnsure, plus accumulate points on the Red Loyalty reward programme to earn 50% more for data and airtime packages, bill payments and recreational activities.

Reward Red Loyalty, the release added, means that for every point accumulated on red loyalty for business, WIB members earn 50% more, which can be used for data and airtime packages, bill payments and recreational activities.

Economic growth

"We believe that women play a vital role in driving economic growth and development.



• Tara Bolarin — Director of Enterprise Business and Wholesale, Telecel Ghana

"Our WIB's suite of solutions is specifically crafted to meet the needs of women-led SMEs by connecting their business to solutions and initiatives we've designed with women in mind," CEO of Telecel Ghana, Patricia Obo-Nai, said.

Director of Enterprise Business and Wholesale at Telecel Ghana,

Tawa Bolarin, said, "Our goal is to create an enabling and supportive climate where women-led businesses can thrive.

We believe the WIB package will help accelerate the potential of their businesses by expanding their reach, making them more resilient, sustainable and profitable."