

140 women entrepreneurs receive training in digital, financial skills

BY TIMES REPORTER

Telecel Ghana Foundation in partnership with SHE Hub Ghana have trained 140 women entrepreneurs from the informal sector in Kumasi on digital and financial skills as part of the telecommunications giant's annual Ashanti Month celebrations.

Fusing digital and financial skills with entrepreneurship, the training is aimed at exposing wom-

en business owners in the informal sector to digital and financial tools that will elevate their businesses to new heights in order to promote inclusive economic growth.

The women, who represent a diverse group of vocational traders, include hairdressers, dress-makers, traders, and agribusiness owners, were each presented with a digital phone and a year's supply of mobile data by the telco at the end of the training, a move designed to

help them access the critical digital tools and apply their new skills to expand their market reach.

Speaking at the opening ceremony, Board Chair and Co-founder of Telecel Group, Nicolas Bourg, highlighted the long-term value of the skills they would acquire and the advantages it would afford them as business owners in today's rapidly evolving economy.

"Having a good understanding of digital tools and financial

management skills will help you connect with a wider customer base through online platforms, expand your market reach and assist you in making informed financial decisions to secure your business' future. Utilise the opportunity to ensure the growth of your business" Bourg explained.

The training forms part of Telecel Ghana's 2024 Ashanti Month celebrations in Kumasi, which include key activities such as headlining the 67th Asantehene Open Golf Tournament, customer visits by senior management, health screenings, clearing the medical bills of indebted patients in the regional hospital and market activations.

Head of Foundation, Sustainability and External Communications, Rita Agyeiwaa Rockson, explained the purpose and significance of the digital and financial skills training in expanding businesses.

"This training is an opportunity to level the playing field for women in the informal sector who face barriers in accessing the tools and knowledge that could help them grow. Today, that changes. We are giving the beneficiaries of

the training the intellectual and physical tools to unlock the full potential of their businesses," she elaborated.

The training module focused on digital tools for business promotion - the use of mobile apps, social media, and e-commerce platforms to improve service delivery and expand customer reach; and secondly, financial literacy - budgeting, record-keeping, and utilising mobile financial services to improve financial management and support sustainable business growth.

Each of the participants shared updates on their business and how the training will help them scale, as well as asked questions on several areas of the training for better grasp. At the end of the training, each received a smart phone with a special Telecel package of 2.5GB data every month for a year.

Training participant and owner of BLERG Couture, Priscilla Osei Brempong, was excited and grateful for the opportunity to build her capacity through the digital and financial skills training.

"I've always wanted to reach more customers and grow my business. With the digital phone and data, I can now advertise online and manage my finances more easily. This training is exactly what I needed to take my business to the next level," she said.

Picture: A section of the participants at the training



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