Minutes of Pre-Bid Meeting

Minutes Of Meeting – Hiring of an Online Training Delivery Firm/Company for Provision of Trainers and Management of Online Training Delivery and Mentorship ₒ

Punjab Skills Development Fund

Date: February 6, 2025

mpany set up under section 42 of Companies Ordinance 1984

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Questions Raised & Discussed in the Meeting

1. **Are the trainings conducted online or in-person?**

   Answer: All trainings are conducted online for the offered trades; no physical classes will be held.

2. **Who is responsible for recruiting trainers, and who covers the recruitment costs?**

   Answer: The firms are responsible for recruiting trainers, and the recruitment costs should be included in their financial proposals.

3. **Can the company use its own Learning Management System (LMS)?**

   Answer: Yes, the company may use its own LMS, provided they submit proof of a valid license. If the LMS services are outsourced, evidence of the agreement with the service provider must be provided.

4. **Is any physical infrastructure required for these trainings?**

   Answer: No, as the training is fully online, no physical infrastructure is required.

5. **What is the difference between credit hours and learning hours?**

   Answer: The marketing department provides the curriculum to the firm, which details the distinction between credit hours and learning hours. For review, **Comprehensive Curriculum** is also attached below.

6. **Who is responsible for providing the Performance Guarantee and Integrity Pact?**

   Answer: Only successful bidders are required to submit the Performance Guarantee and Integrity Pact.

7. **Can the firm hire a male trainer for this project?**

   Answer: No, only female trainers are to be hired for this project.

   For review, **Comprehensive Curriculum** is also attached below.

**On behalf of PSDF
Procurement**

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Training Objective

To empower participants, especially rural women, with essential and future-ready skills in English language proficiency, digital marketing and persona creation, e-commerce, content creation, financial literacy, and IT tools. This training focuses on enabling participants to excel as entrepreneurs, freelancers, or skilled employees by promoting economic empowerment and addressing socio-cultural challenges.

The program emphasizes practical, hands-on learning, enabling participants to:

- Equip participants with professional English language skills for effective verbal and written communication in business and professional settings.
- Provide hands-on training in IT tools, software applications, and e-commerce platforms to enable participants to establish and manage online businesses effectively.
- Empower learners to design, execute, and optimize marketing campaigns across digital platforms, including social media and search engines.
- Develop participants' ability to produce high-quality digital content through storytelling, visual editing, and the use of advanced tools and technologies.
- Instil essential financial management skills for budgeting, cash flow management, and compliance in both personal and professional contexts.
- Enable participants to create, optimize, and manage professional freelancing profiles, leveraging their skills to secure and execute projects effectively.
- Foster an entrepreneurial mindset, emphasizing sustainable and ethical business practices to promote long-term economic growth and community impact.

Program Overview

This training program bridges theoretical knowledge with practical applications through a robust curriculum that integrates advanced digital tools, expert mentorship, and an innovative hybrid delivery model. Participants will gain immersive, hands-on experiences and measurable outcomes aligned with real-world challenges and opportunities.

Key program features include:

- **Practical Relevance:** Each module integrates interactive tasks, real-world projects, and case studies to ensure that learning outcomes translate into actionable skills.

- **Inclusive Design:** The program is tailored to accommodate participants from diverse socio-economic and educational backgrounds, particularly women from rural areas facing unique socio-cultural challenges.

- **Outcome-Oriented Training:** Focused on enabling participants to build freelancing profiles, launch e-commerce businesses, and monetize local products, enhancing their financial independence and contribution to household income.

Success Metrics

To ensure the curriculum achieves its intended impact, the following metrics will measure success across learning outcomes, industry validation, and participant engagement:

Student Learning Outcomes

The program is designed to equip participants with actionable skills that directly contribute to their professional growth and financial independence:

- **Professional E-Lancing Profiles**: Participants will develop and optimize freelancing profiles on platforms such as Upwork, Fiverr, and Freelancer, enabling them to secure high-value projects.

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- **Digital Marketing Proficiency**: Mastery in designing, executing, and managing digital marketing campaigns using key tools and strategies, ensuring effective audience targeting and measurable results.

- **Content Creation Excellence**: Ability to craft engaging, visually appealing, and strategic content, including storytelling, videography, and AI-driven designs, to enhance online visibility and drive growth.

- **E-Commerce Management**: Participants will gain the skills to set up, manage, and scale e-commerce platforms, integrating advanced features like payment gateways, SEO optimization, and customer relationship management.

Industry Relevance

The program's alignment with market demands will be validated by key industry and academic endorsements, ensuring that participants' skills remain competitive and in-demand:

- **Stakeholder Endorsements**: The curriculum will be validated and endorsed by at least two prominent industry stakeholders, ensuring its relevance and alignment with current digital economy trends.

- **Academic Validation**: Endorsements will be secured from at least four universities or reputed online learning platforms, highlighting the program's credibility and educational rigor.

Participant Engagement

To drive meaningful participation and ensure skills integration, the program will employ robust engagement strategies:

- **High Assignment Completion Rates**: Participants will actively engage in assignments, quizzes, and real-world tasks designed to reinforce learning objectives.

- **Capstone Project Success**: Participants will successfully complete comprehensive capstone projects, demonstrating the integration of skills across multiple domains. These projects will include:

  - Creating a fully functional e-commerce store or digital marketing campaign.

  - Optimizing a freelancing profile and securing mock client engagements.

  - Delivering a content creation portfolio that reflects advanced storytelling, design, and videography techniques.

Program Learning Outcomes (PLOs)

PLO1: Demonstrate proficiency in professional English communication, including writing business documents, emails, and resumes, and engaging in effective verbal and non-verbal interactions.

PLO2: Exhibit technical skills in managing IT tools and e-commerce platforms like Shopify, WooCommerce, and Amazon VA, including payment gateway integration and cybersecurity practices.

PLO3: Display leadership, adaptability, teamwork, and emotional intelligence in professional settings while effectively managing time and stress.

PLO4: Apply foundational IT skills, including Microsoft Office proficiency, data organization, and basic troubleshooting of operating systems.

PLO5: Demonstrate financial literacy by creating budgets, managing cash flow, and ensuring compliance with taxation and business regulations.

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PLO6: Build and optimize freelancing profiles, manage client communications, and securely handle digital wallet transactions for e-commerce and freelancing purposes.

PLO7: Develop, execute, and analyze effective digital marketing campaigns using SEO, social media, PPC, and analytics tools.

PLO8: Identify, evaluate, and source profitable products for e-commerce through market analysis, supplier engagement, and inventory management strategies.

PLO9: Utilize storytelling, visual editing tools, and AI-powered platforms to create professional-quality digital content.

Course Learning Outcomes (CLOs)

1. Professional Communication Skills

CLO1.1: Write professional emails, resumes, and business documents using correct grammar and structure.

CLO1.2: Demonstrate effective verbal communication in professional settings.

CLO1.3: Apply non-verbal communication techniques for better engagement.

2. Soft Skills Training

CLO9.1: Demonstrate leadership and teamwork in collaborative environments.

CLO9.2: Apply emotional intelligence to handle workplace challenges effectively.

CLO9.3: Manage time and stress efficiently to meet personal and professional goals.

3. General Computer Skills

CLO8.1: Use Microsoft Office to create, format, and manage professional documents.

CLO8.2: Organize and secure digital files for easy accessibility.

CLO8.3: Troubleshoot common operating system issues to maintain system performance.

4. Financial Literacy

CLO6.1: Create and manage budgets for personal and business finances.

CLO6.2: Apply tools like QuickBooks for cash flow and expense management.

CLO6.3: Understand taxation and regulatory compliance for small businesses.

5. IT and E-Commerce Skills

CLO2.1: Create and manage an e-commerce platform, including theme customization.

CLO2.2: Integrate payment gateways and ensure cybersecurity best practices.

CLO2.3: Utilize IT tools like MS Office for efficient business operations.

6. Digital Marketing and Persona Creation

CLO3.1: Design and execute digital marketing campaigns using SEO and PPC techniques.

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CLO3.2: Manage social media platforms to improve engagement and visibility.

CLO3.3: Analyze marketing data using Google Analytics to improve campaign performance.

7.Content Creation

CLO4.1: Apply storytelling techniques to craft compelling content.

CLO4.2: Create professional-quality visuals using Canva and Adobe tools.

CLO4.3: Use AI tools to enhance content creation efficiency and creativity.

8.Product Hunting

CLO5.1: Conduct market research to identify high-demand products.

CLO5.2: Develop supplier relationships for reliable product sourcing.

CLO5.3: Manage inventory to ensure business profitability.

9.Freelancing and Digital Wallet Operations

CLO7.1: Create and optimize freelancing profiles on Fiverr and Upwork.

CLO7.2: Write persuasive proposals and manage client communications.

CLO7.3: Set up and manage digital wallets for secure transactions.

Mapping of CLOs with PLOs

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
CLO1.1	✓								
CLO1.2	✓								
CLO1.3	✓								
CLO2.1		✓							
CLO2.2		✓							
CLO2.3		✓							
CLO3.1			✓						
CLO3.2			✓						
CLO3.3			✓						
CLO4.1				✓					
CLO4.2				✓					
CLO4.3				✓					
CLO5.1					✓				
CLO5.2					✓				
CLO5.3					✓				
CLO6.1						✓			
CLO6.2						✓			
CLO6.3						✓			
CLO7.1							✓		
CLO7.2							✓		
CLO7.3							✓		
CLO8.1								✓	
CLO8.2								✓	
CLO8.3								✓	
CLO9.1									✓
CLO9.2									✓
CLO9.3									✓

Module	Learning Objective	Curriculum Highlights
English Language	To equip participants with the essential skills in English language proficiency, focusing on speaking, listening, reading, and writing to enhance communication in personal and professional settings, especially for freelancing, digital marketing, and other e-commerce-related activities.	**Introduction to the English Language** • Importance and applications in personal, academic, and professional life. • Overview of the four language skills: Listening, Speaking, Reading, Writing. **Language skills for freelance work, digital marketing, and e-commerce**: • Freelance communication: Crafting professional emails, proposals, and contracts. • Digital marketing content: Writing engaging posts, blogs, and advertisements. • E-commerce communication: Customer service, product descriptions, and reviews. **Basic Grammar and Sentence Structure** • Parts of speech (nouns, verbs, adjectives, adverbs, etc.). • Simple sentence construction. • Introduction to tenses and their uses. **Speaking and Pronunciation** **Building Basic Vocabulary and Expressions** • Greetings, introductions, and common phrases. • Vocabulary building for everyday situations. **Using language skills for freelance networking and client communication**: • Developing confidence in speaking for virtual meetings and client calls. **Pronunciation and Accent** • Understanding pronunciation rules (vowel sounds, stress, intonation). • Exercises for improving pronunciation. **Conversational English** • Practicing short dialogues and role-plays. **Practical application in freelance projects**: • Effective communication with clients in virtual meetings and discussions. • Handling customer inquiries and complaints in e-commerce or digital marketing settings. **Listening and Comprehension** **Listening Skills Development** • Active listening techniques.

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Client communication and understanding briefings:

- Listening effectively to client requirements, project guidelines, or marketing objectives.

Comprehension Practice

- Listening to audio recordings and answering questions.
- Identifying the main idea and details from spoken material.

Understanding customer feedback:
- Listening to customer reviews and feedback to improve products and services.

Reading and Vocabulary Building
- Skimming and scanning for information.
- Reading for main ideas, supporting details, and inference.

Reading materials for freelance and e-commerce tasks:

- Understanding contracts, emails, and project descriptions.
- Analysing customer feedback, digital marketing reports, and articles.

Vocabulary Expansion
- Contextual understanding of new words.
- Use of dictionaries and thesauruses for vocabulary improvement.

Industry-specific vocabulary:
- Learning the terminology used in freelancing, digital marketing, and e-commerce platforms.

Writing Skills
Basic Writing Techniques
- Sentence formation and paragraph structure.
- Introduction to punctuation, capitalization, and grammar.

Writing for professional purposes:
- Crafting clear, professional emails and proposals for freelancing jobs.
- Writing product descriptions, blog posts, and social media content for digital marketing and e-commerce.

Types of Writing
- Informal vs. formal writing.
- Writing emails, messages, and simple letters.

Effective freelance writing:
- Writing project proposals, contracts, and reports for clients.
- Writing concise and clear communication for e-commerce and marketing campaigns.

Advanced Grammar and Writing Style

Complex Sentence Structures
- Compound and complex sentences.
- Clauses, conjunctions, and transition words.

Using advanced grammar for professional communication:
- Crafting well-structured proposals, reports, and email responses.

Writing with Style
- Developing a unique writing voice.
- Understanding tone, formality, and style.

Tailoring writing style for different professional settings:
- Adapting language for client proposals, marketing content, and e-commerce descriptions.

Soft Skills for Effective Communication

Verbal and Non-Verbal Communication

- Using body language and facial expressions.
- Tone of voice and its impact.

Client interaction for freelancing and digital marketing:
- Developing interpersonal skills for handling clients or customer interactions effectively.
- Active Listening and Empathy

Understanding client needs in freelancing and digital marketing:

- Actively listening to client requirements and feedback to enhance work quality.

Public Speaking and Presentation Skills
- **Overcoming Stage Fear**
  - Techniques to manage nervousness during speaking engagements.
  - **Presenting digital marketing strategies or e-commerce plans:**
    - Delivering presentations to clients or stakeholders regarding marketing campaigns, product launches, etc.
- **Structuring a Presentation**
  - Organizing content, engaging the audience, and using visuals effectively.
  - **Freelancing project presentations:**
    - Presenting your work to potential clients or partners.

Speech Delivery
- Voice modulation, clarity, and pacing.
- Effective communication for virtual meetings:
- Practicing clear, confident speech for client calls or video conferences.

AI in Language Learning
- **Leveraging AI for Pronunciation and Speaking Practice**

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		- Using AI-powered tools (e.g., speech recognition software) to practice pronunciation and fluency. - Real-time feedback for improving speaking accuracy. **Listening and Comprehension Enhancement with AI** - AI-driven language apps that provide interactive listening exercises. - AI tools that tailor content to individual learning progress and gaps. **AI-Assisted Reading and Vocabulary Building** - AI-driven platforms for personalized reading exercises based on proficiency level. - Vocabulary expansion through AI-powered apps that recommend words based on reading habits. **AI in Writing Support** - AI tools for grammar checking and writing improvement. - Automated feedback on sentence structure and word choice.
Soft Skills Training	To enhance participants' interpersonal and leadership capabilities, fostering the skills needed for effective communication, teamwork, and professional growth. The goal is to build adaptability, confidence, and resilience to navigate challenges in personal and business environments.	**Emotional Intelligence** - Understanding and managing emotions to build strong personal and professional relationships. - Empathy and active listening techniques to improve communication and collaboration. **Team Collaboration and Conflict Resolution** - Strategies for fostering productive teamwork and building cohesive teams. - Techniques for resolving conflicts constructively and maintaining a positive work environment. **Time Management and Goal Setting** - Prioritizing tasks and managing time efficiently to meet deadlines. - Setting achievable short-term and long-term goals aligned with personal and business objectives. **Characteristics of an Entrepreneur/Leader** - Identifying traits and skills that define successful entrepreneurs and leaders. - Developing decision-making and strategic thinking abilities. **Characteristics of an Ethical Opportunist** - Balancing ethical considerations with seizing business opportunities. - Understanding the importance of integrity and responsibility in leadership roles. **Building Confidence and Adaptability** - Techniques for overcoming self-doubt and building self-assurance. - Adapting to changing circumstances and embracing challenges with a growth mindset. **Pressure Handling** - Managing stress and performing effectively under high-pressure situations. - Developing coping mechanisms and resilience for challenging scenarios. **Customer Management Skills**

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		• Understanding customer behaviour and delivering exceptional customer service. • Building long-term relationships with clients and handling customer feedback constructively.
General Computer Skills	To enhance participants' foundational computer skills, equipping them with essential proficiency in commonly used software, tools, and troubleshooting techniques. The objective is to build digital literacy, enabling participants to confidently manage tasks in professional and personal contexts.	**Microsoft Office Suite (Word, Excel, PowerPoint)** • Creating, formatting, and managing professional documents in Microsoft Word. • Using Excel for data analysis, basic formulas, charts, and pivot tables. • Designing impactful presentations in PowerPoint with animations and visual aids. **Email and Cloud-Based Tools** • Setting up and managing professional email accounts. • Efficient use of cloud platforms like Google Drive, OneDrive, and Dropbox for file sharing and collaboration. • Ensuring secure and organized communication in a business environment. **Data Organization and File Management** • Structuring and categorizing files for easy accessibility. • Best practices for organizing digital data to optimize productivity. • Using tools to compress, convert, and manage large files effectively. **Software & Hardware Fundamentals** • Understanding the basics of operating systems, including Windows and macOS. • Familiarity with software installation, updates, and usage. • Overview of computer hardware components and their functions. **Basic Troubleshooting of Operating Systems (OS)** • Identifying and resolving common OS issues, such as crashes and performance lags. • Performing system diagnostics and applying basic fixes. • Keeping systems updated and secure against potential threats.
Financial Literacy	To instil essential financial management skills, empowering participants to effectively manage the financial aspects of their businesses. The objective is to provide knowledge and practical tools for budgeting, financial planning, compliance, and maximizing profitability.	**Budgeting and Financial Planning** • Developing realistic budgets for business operations. • Strategic financial planning for growth and sustainability. • Tools and techniques for monitoring expenses and tracking performance. **Understanding Taxes and Business Expenses** • Basics of taxation for small businesses, including VAT and income tax. • Categorizing and managing business expenses to optimize financial efficiency. • Ensuring compliance with local tax regulations and filing requirements. **Tools for Managing Cash Flow** • Using software like QuickBooks, Wave, or Excel for cash flow management. • Forecasting cash inflows and outflows to prevent liquidity issues.

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		• Maintaining financial stability through effective cash flow practices. **Case Studies in Small Business Finance** • Real-world examples of successful financial management in small businesses. • Analysing lessons learned and applying best practices to participant businesses. **Legal Structure of a Business and Intellectual Property** • Understanding different business structures (sole proprietorship, partnership, LLC). • Importance of intellectual property rights and drafting standard operating procedures (SOPs). **Supply Chain and Expense Management** • Fundamentals of supply chain management for cost efficiency and reliability. • Differentiating between fixed and variable expenses for better financial decision-making. **Pricing, Break-even Points, and ROI Calculations** • Setting competitive pricing strategies to attract customers while maintaining profitability. • Calculating break-even points and return on investment (ROI) to assess business performance. **Cash Flow and Banking Systems** • Comprehensive understanding of cash flow management to maintain operational efficiency. • Navigating state bank regulations and compliance standards for businesses. • Utilizing local and international banking systems for transactions and financial operations.
E-Commerce	To empower participants with comprehensive, practical skills in Shopify store development, Amazon Virtual Assistance (VA), and e-commerce management. The module aims to enable participants to establish, operate, and scale competitive online businesses while equipping them with a strong foundation in digital entrepreneurship.	**Introduction to E-Commerce and Shopify Basics** • Understanding e-commerce business models: White Label, Private Label, and Drop Shipping. • Overview of Shopify as a hosted platform for creating online stores. • Essentials of domain registration and hosting for e-commerce businesses. **Store Setup and Theme Customization** • Setting up professional online stores tailored for local and international markets. • Customizing Shopify themes to optimize user experience and reflect brand identity. **Product Sourcing and Inventory Management** • Techniques for identifying profitable and in-demand products. • Efficient inventory management strategies to ensure seamless operations. **Payment Gateway Integration and Security Essentials** • Integration of secure payment gateways for domestic and international transactions. • Ensuring adherence to cybersecurity best practices and data

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protection standards.

Shopify SEO Strategies
- **On-Page SEO:**
  - Crafting SEO-optimized product pages with meta tags, header tags, and high-quality content.
  - Conducting keyword research using advanced tools for better visibility.
- **Off-Page SEO:**
  - Enhancing domain authority (DA) and page authority (PA) through strategic link-building.
  - Managing online reputation and leveraging trust flow for brand credibility.

Advanced Shopify Features and App Integrations
- Utilizing Shopify apps for advanced functionalities, including analytics, customer support, and marketing automation.

Real-World Business Simulations and Case Studies
- Hands-on simulations to mimic e-commerce operations.
- Analysis of successful case studies to inspire innovative approaches.

Amazon Virtual Assistance (Wholesale & Arbitrage)
- Introduction to Amazon Seller Central and its tools.
- Techniques for product hunting, account management, and maximizing profitability.
- Advanced strategies for wholesale and arbitrage to scale e-commerce businesses.

Freelancing and Business Growth Strategies
- Developing freelancing skills in the e-commerce domain.
- Building scalable business models for long-term growth.

Basic Coding and Website Development Techniques
- Designing and publishing high-converting landing pages using intuitive page builders.
- Setting up and managing WordPress sites with WooCommerce integrations.
- Applying intermediate HTML and CSS to create unique and customized website designs.

Digital Marketing and Persona Creation	Equip participants with comprehensive skills to create, manage, and optimize their digital presence and marketing campaigns, enabling them to leverage modern digital tools and platforms for business success.	**Fundamentals of Digital Marketing** • What digital marketing entails and its significance in the modern business landscape. • Understanding key digital marketing channels: SEO (Search Engine Optimization), SMM (Social Media Marketing), and PPC (Pay-Per-Click Advertising). • The evolving role of digital marketing in shaping current and future business trends. • Addressing cyber threats and ensuring online security during marketing campaigns. **Social Media Management** • Creating and optimizing social media pages for a professional digital presence. • Strategies to enhance page engagement and drive targeted audience growth.

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- Techniques for managing and safeguarding a brand's digital reputation.
- Handling inappropriate digital behaviour and ensuring adherence to copyright laws.

Advertising Strategies
- Setting up and managing business accounts on platforms like Meta (Facebook), Google, and TikTok.
- Creating, monitoring, and optimizing ad campaigns to maximize ROI (Return on Investment).
- Utilizing Google Analytics to track performance and gain actionable insights.
- Scaling and descaling campaigns based on performance metrics.
- Key statistical formulas for evaluating campaign success and making data-driven decisions.

Influencer and Affiliate Marketing
- An introduction to influencer and affiliate marketing models.
- Identifying suitable influencers and affiliates for strategic partnerships.
- Developing effective campaigns that align with business goals.
- Tracking campaign performance and calculating ROI to measure success.
- Implementing best practices and ethical guidelines to maintain credibility and trust.

Content Creation	To empower participants to craft engaging, visually compelling, and professional content that resonates with target audiences, emphasizing storytelling, technical expertise, and the strategic use of advanced tools to produce high-quality digital assets for marketing and monetization.	**Storytelling and Copywriting** - Developing creative and persuasive narratives for digital platforms. - Techniques for writing impactful content tailored to different audiences and purposes. - Building a brand voice and delivering consistent messaging across channels. **Photography and Videography Basics** - Essential skills for capturing high-quality visuals using smartphones and professional cameras. - Understanding composition, lighting, and framing for effective storytelling through images and videos. - Editing and enhancing raw footage to create polished final products. **Creating Engaging Reels for Social Media** - Techniques for producing short-form video content (Reels) on platforms like TikTok, Instagram, Facebook, and YouTube Shorts. - Optimizing content for each platform's algorithms to maximize reach and engagement. - Leveraging trending hashtags, challenges, and effects to make your content stand out. - Strategies for showcasing products, services, or personal branding in a creative, concise, and entertaining way. - Editing tips and tools to create seamless and attention-grabbing Reels. **Use of AI for Content Creation**

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- Exploring AI-powered tools like Canva AI, Adobe Firefly, and Runway ML for faster and more efficient design and content generation.
- Generating creative ideas, captions, and scripts with AI while maintaining originality.
- Integrating AI-driven enhancements into traditional content creation workflows.

Logo Designing and Dimension Settings
- Fundamentals of creating visually appealing and professional logos that represent brand identity.
- Understanding platform-specific dimension requirements for optimized content display.
- Maintaining visual consistency across all branding materials.

Editing with Industry-Standard Tools
- Practical training in Canva, Adobe Premiere Pro, CapCut, and similar platforms for graphic design and video editing.
- Advanced techniques for creating professional-grade visuals, including transitions, overlays, and sound synchronization.
- Leveraging templates and presets to streamline the editing process.

Monetization Strategies for Digital Platforms
- Understanding revenue generation opportunities on platforms like YouTube, Instagram, TikTok, and Facebook.
- Creating content that attracts sponsorships, collaborations, and direct monetization.
- Planning and executing a content strategy to grow an audience and achieve long-term financial success.

Product Hunting	To equip participants with the skills and strategies to identify, evaluate, and source profitable products for e-commerce businesses. Participants will gain expertise in market research, trend analysis, supplier engagement, and effective inventory management to ensure consistent business growth and customer satisfaction.	**Product Research Techniques** • Conducting in-depth market analysis to identify high-demand and low-competition products. • Leveraging competitor research to uncover profitable niches and untapped opportunities. • Analyzing customer preferences and behaviour to predict potential product success. **Product Hunting Tools** • Utilizing advanced tools such as Helium 10, Jungle Scout, and Keepa for data-driven product discovery. • Understanding the use of free and paid resources to maximize efficiency. • Interpreting analytics to make informed product selection decisions. **Trends and Seasonal Analysis** • Identifying emerging market trends and seasonal demands using tools like Google Trends. • Strategies for capitalizing on peak seasons and avoiding low-demand periods. • Planning inventory and marketing strategies around seasonal cycles. **Building Supplier Relationships** • Sourcing reliable suppliers locally and internationally through platforms like Alibaba and TradeKey, Ali Express and Amazon etc.

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		- Negotiating favourable terms for pricing, quality, and delivery timelines. - Establishing long-term partnerships to ensure consistent supply and quality. **Quality Assurance and Inventory Management** - Implementing quality control measures to maintain product standards. - Managing inventory to balance stock levels, reduce costs, and avoid overstocking or shortages. - Tracking and optimizing supply chain efficiency for seamless operations.
Digital Wallet Operations	To teach participants the skills necessary to efficiently manage digital payment systems, including setting up accounts, troubleshooting issues, and ensuring secure transactions. The goal is to enable participants to leverage digital wallets for e-commerce and personal financial management effectively.	**Introduction to Digital Wallets** - Overview of popular digital wallets, including PayPal, JazzCash, Easypaisa, SadaPay, and Nayapay. - Understanding the functionalities and features of different platforms for domestic and international transactions. **Setting Up and Troubleshooting Accounts** - Step-by-step guidance for account creation and verification. - Resolving common issues such as transaction failures, account restrictions, and payment disputes. **Benefits of Mobile Banking and Digital Payments** - Convenience and accessibility of mobile banking for personal and business use. - Cost-saving advantages of digital transactions over traditional methods. Enhanced financial inclusion through digital payment platforms. **Secure Transactions and Fraud Prevention** - Best practices for securing accounts and protecting personal data. - Identifying and avoiding common fraud schemes and phishing attacks. - Implementing two-factor authentication and other security measures. **E-Commerce and Digital Wallet Integration** - The role of digital wallets in enabling seamless online transactions for e-commerce businesses. - Setting up payment gateways and integrating digital wallets with online stores. - Ensuring compatibility with popular e-commerce platforms like Shopify and WooCommerce.
E-Lancing Profile Creation	To enable participants to effectively create and optimize freelancing profiles, build portfolios, and develop the skills necessary to secure and manage freelance projects. This module aims to empower participants to kickstart successful careers on leading freelancing platforms.	**Creating Profiles on Freelancing Platforms** - Step-by-step guidance for setting up professional profiles on Fiverr, Upwork, and Freelancer. - Optimizing profiles with relevant skills, certifications, and portfolio samples to attract clients. - Understanding platform-specific features and best practices for maximizing visibility. **Portfolio Building and Pricing Strategies** - Techniques for creating an impressive portfolio showcasing diverse skills and projects.

- Setting competitive yet profitable pricing strategies based on industry standards and experience.
- Tips for effectively presenting work samples to potential clients.

Proposal Writing and Client Communication
- Writing clear, concise, and persuasive proposals tailored to client needs.
- Communicating professionally with clients to build trust and secure projects.
- Managing negotiations and setting realistic expectations to ensure successful outcomes.

Leveraging Reviews for Growth
- Strategies for delivering exceptional work to earn positive client reviews.
- Using feedback and testimonials to build credibility and attract more clients.
- Maintaining long-term relationships with clients for repeat business and referrals.

Program Timelines

Week	Modules Covered	Hours
Week 1	Language	20
Week 2	Language	20
Week 3	Language	20
Week 4	Language	20
Week 5	Language	20
Week 6	Language	10
Week 7	Soft Skills	20
Week 8	Soft Skills	20
Week 9	Computer Skills	20
Week 10	Computer Skills	20
Week 11	Financial Literacy	20
Week 12	E-commerce - Shopify	20
Week 13	E-commerce - Amazon, Woo Commerce, Word Press	10
Week 14	Digital Marketing and Persona Creation	20
Week 15	Digital Marketing and Persona Creation	20
Week 16	Product Hunting	10
Week 17	Product Hunting	20
Week 18	Product Hunting	10
Week 19	Content Creation	20
Week 20	Content Creation	20
Week 21	Content Creation	10
Week 22	E-Lancing	20

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Week 23	E-Lancing	20
Week 24	Digital Wallets	20

Delivery Methodology

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1. **Hybrid Learning Model:**

   - **Online Live Sessions:** Interactive virtual classes led by expert trainers to provide real-time guidance and feedback.
   - **Self-Paced Materials:** Access to pre-recorded videos, tutorials, and supplementary resources for flexible learning.
   - **In-Person Workshops:** Hands-on sessions and collaborative activities conducted where feasible to enhance practical understanding.

2. **Engagement Strategies:**

   - **Gamification of Lessons:** Incorporating quizzes, challenges, and rewards to make learning more interactive and enjoyable.

   - **Role-Playing Scenarios:** Simulating real-world business situations to build problem-solving and decision-making skills.

   - **Case Studies:** Analysis of successful projects and businesses to inspire and provide actionable insights.

3. **Resource Allocation:**

   - **Comprehensive Training Manuals and Toolkits:** Detailed guides and resources tailored to each module to support learning and practice.
   - **Premium Software Access:** Provision of industry-standard tools for hands-on exercises, including design, analytics, and productivity platforms.

Post-Training Outcomes

Upon completing the program, participants will:

1. **Demonstrate Improved Communication and Technical Skills**
   Effectively convey ideas, collaborate in professional settings, and utilize technical tools to enhance productivity.

2. **Successfully Launch and Operate E-Commerce Businesses**
   Establish and manage online stores, leveraging skills in product sourcing, marketing, and payment integration to achieve business goals.

3. **Secure Freelance Projects Through Optimized Profiles**
   Create compelling freelancing profiles, attract clients, and deliver high-quality projects that foster long-term professional relationships.

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4. **Manage Digital Campaigns with Confidence**
   Design, execute, and analyze digital marketing campaigns across various platforms to drive engagement and revenue.

5. **Understand Financial Planning for Personal and Business Needs**
   Apply budgeting, cash flow management, and financial literacy skills to ensure sustainability and profitability in personal and professional contexts.

Monitoring & Evaluation

Mapping of CLOs with Assessment

Assessments / CLOs	Weekly Quizzes (25%)	Assignments (25%)	Capstone Projects (50%)
CLO1.1	☑ Grammar and structure quiz		☑ Write and present a business proposal
CLO1.2		☑ Drafting a professional email	☑ Conduct a virtual business meeting simulation
CLO1.3	☑ Non-verbal communication quiz		☑ Presentation with effective non-verbal communication
CLO2.1	☑ Basic e-commerce concepts quiz	☑ Build an online store on Shopify	☑ Launch a fully functional e-commerce store
CLO2.2		☑ Integrate a payment gateway into the store	☑ Secure and optimize payment systems for an e-commerce store
CLO2.3	☑ MS Office tools quiz		☑ Develop a business portfolio using MS Office tools
CLO3.1	☑ Digital marketing fundamentals quiz	☑ Design a digital ad campaign	☑ Launch a digital marketing campaign
CLO3.2		☑ Manage a professional social media account	☑ Design and execute a content calendar
CLO3.3	☑ Analytics and reporting quiz		☑ Develop an end-to-end marketing report
CLO4.1	☑ Storytelling basics quiz	☑ Write a product story for a website	☑ Present a multimedia storytelling project
CLO4.2		☑ Design logos and visuals using Canva	☑ Develop a portfolio of branded visuals
CLO4.3	☑ AI tools for content creation quiz		☑ Deliver a complete campaign using AI tools
CLO5.1	☑ Product research techniques quiz	☑ Identify high-demand products	☑ Present a business case for a product
CLO5.2		☑ Evaluate suppliers on Alibaba	☑ Establish a supply chain for a selected product
CLO5.3	☑ Inventory management principles quiz		☑ Optimize inventory for a simulated business

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CLO6.1	☑ Budgeting concepts quiz	☑ Create a business budget	☑ Demonstrate financial planning in a capstone project
CLO6.2		☑ Use QuickBooks to manage finances	☑ Show financial stability in a business proposal
CLO6.3	☑ Tax compliance basics quiz		☑ Include tax compliance in a business project
CLO7.1	☑ Freelancing platforms basics quiz	☑ Create a freelancing profile	☑ Optimize a freelancing profile and secure mock client
CLO7.2		☑ Write a persuasive client proposal	☑ Negotiate and secure a mock freelancing project
CLO7.3	☑ Digital wallet operations quiz		☑ Use digital wallets in an e-commerce project
CLO8.1	☑ MS Word formatting quiz		☑ Develop a project portfolio using Word and Excel
CLO8.2		☑ Organize and secure business files	☑ Showcase effective file management in a capstone project
CLO8.3	☑ Troubleshooting basics quiz		☑ Demonstrate system troubleshooting in a business simulation
CLO9.1	☑ Leadership principles quiz	☑ Lead a mock group activity	☑ Demonstrate leadership in a capstone group project
CLO9.2		☑ Respond to workplace challenges	☑ Handle workplace scenarios in a final presentation
CLO9.3	☑ Time and stress management quiz		☑ Deliver on-time results in a capstone simulation

Feedback Sessions

- Regular peer and trainer reviews to offer constructive insights and promote continuous improvement.
- Encourages collaboration and reflection, enhancing the overall learning experience.

Success Stories

- Tracking participant achievements three months post-training to measure long-term impact.
- Documenting milestones such as securing freelance projects, launching businesses, or achieving financial goals.

Module	Reference Material	Web Links
Professional Communication Skills	1. "Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek 2. "The Elements of Style" by William Strunk Jr. and E.B. White 3. Grammarly Blog for writing tips	Purdue OWL Writing Lab: https://owl.purdue.edu/ Business Writing Tutorials: https://www.coursera.org/ English Grammar Exercises: https://www.englishgrammar.org/
Soft Skills Training	1. "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves 2. "Soft Skills: The Software Developer's Life Manual" by John	Time Management Tools: https://todoist.com/ Leadership Training Resources: https://www.mindtools.com/

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	Sonmez 3. Harvard Business Review Articles	Conflict Resolution Guides: https://www.skillsyouneed.com/
General Computer Skills	1. "Teach Yourself Visually Microsoft Office" by Marmel Elaine 2. Microsoft Support and Learning 3. Tutorials on Basic Computer Skills	File Management Basics: https://fileinfo.com/ OS Troubleshooting Guides: https://www.howtogeek.com/ Cloud Storage Tips: https://www.dropbox.com/resources
Financial Literacy	1. "Financial Intelligence for Entrepreneurs" by Karen Berman 2. QuickBooks Learning Resources 3. Investopedia Tax Basics	Wave Accounting Free Resources: https://www.waveapps.com/ Budgeting Tools Tutorials: https://www.mint.com/ Cash Flow Management Basics: https://www.score.org/
IT and E-Commerce Skills	1. "E-Commerce 2023: Business, Technology, Society" by Kenneth C. Laudon 2. Shopify Academy 3. Amazon Seller Central Help	Shopify Tutorials: https://help.shopify.com/manual WooCommerce Documentation: https://woocommerce.com/documentation/ HubSpot E-Commerce Guide: https://blog.hubspot.com/
Digital Marketing and Persona Creation	1. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry 2. Google Digital Garage Free Courses 3. Social Media Examiner Blog	Facebook Business Help Center: https://www.facebook.com/business/help Google Analytics Academy: https://analytics.google.com/analytics/academy/ Moz SEO Guide: https://moz.com/beginners-guide-to-seo
Content Creation	1. "Content Inc." by Joe Pulizzi 2. Adobe Creative Cloud Tutorials 3. Canva Design Tutorials	Blogging Basics: https://www.problogger.com/ AI Tools for Content Creation: https://runwayml.com/ Graphic Design Resources: https://www.behance.net/
Product Hunting	1. "E-Commerce Product Research Guide" by Maria Smith (E-book) 2. Tutorials for Jungle Scout and Helium 10 3. Alibaba Supplier Sourcing Guide	Jungle Scout: https://www.junglescout.com/ Helium 10 Academy: https://www.helium10.com/academy/ Google Trends: https://trends.google.com/
Freelancing and Digital Wallet Operations	1. "Freelance to Win" by Danny Margulies 2. Fiverr Seller Resources 3. Tutorials on PayPal, JazzCash, and Easypaisa	Upwork Academy: https://community.upwork.com/t5/Academy/ct-p/Academy Fiverr Guides: https://blog.fiverr.com/ Digital Wallet Resources: https://www.paypal.com/