



To contribute in the poverty reduction goals of the Government and to increase the incomes of poorest of the poor households having particular focus on women & youth, Government of the Punjab, Planning & Development Board has launched the Southern Punjab Poverty Alleviation Project (SPPAP) with the financial assistance of International Fund for Agricultural Development (IFAD). Project has focused on the poorest areas of ten districts i.e. Bahawalpur, Bahawalnagar, Rajanpur, Muzaffargarh, Rahim Yar Khan, Dera Ghazi Khan, Layyah, Bhakkar, Khushab & Mianwali. Skill development for rural youth is one of the major components of SPPAP being imparting with the support of National Training Partner "Institute of Rural Management (IRM)" since 2014.



E-COMMERCE and Online Earning Scope

The scope of e-commerce is expanding day by day due to the heavy number of internet users all over the world. People are spending more time doing online shopping for various products available on e-commerce platforms. There are many e-commerce marketplaces like Amazon, Flipkart, Paytm, Snapdeal, Shop clues, etc. in which commercial transactional activity is going on. In Pakistan, where various businesses attain superior achievements, e-commerce is also widespread. A person can connect with the globe of his wild world through e-commerce, facilitating online goods sales and purchases.



VOCATIONAL TRAINING

The vocational training short course is an important source to empowering people in a short period with productive skills and enabling them to earn a handsome amount for their families and create independency. The skills provided to men and women can be easily transferred to other people with little effort.



COURSE OUTLINE, LEARNING OUTCOME AND DURATION

E-commerce is one of the potentials and widens female and male trade where they passed the knowledge of internet, online trading and selling buying product. This is further divided into the use of basic computers and the internet and different E-commerce platforms like Amazon, and Freelancing. The duration of the course is three-month and the course is a combination of both theoretical and practical knowledge. Matriculation is a mandatory requirement for beneficiaries to enrol in this trade. Instructors with complete knowledge will guide the trainee. The learning outcome of this course is:

- Use of Computer
- Communication using of internet
- Introduction of E-commerce
- Identify the parts of e-commerce
- Identify the benefits of selling online
- Know how to optimise and stay safe when selling online
- Have an outline strategy for eCommerce for your business
- Understand the risks around Cyber Security when trading and doing business online.
- Introduction of Freelancing
- Amazon

Outcomes:

- Pass outs may start their online business,
- They might join any company, Brand for selling their product over the internet
- Pas outs may become E-commerce web developer
- Pass outs start their Amazon work
- Pass outs may start freelancing



IRM FACILITATE the BENEFICIARIES BY:

- Providing computer lab and internet
- Equipment related to training
- Conducive environment
- Hire the qualified and experienced instructor
- Provide the material for training
- Lunch during training/food payment
- Pick and drop to the trainee
- Business session during training
- Provide the knowledge of Market trend
- Provide the linkages
- Stipend distribution at the completion of training

Objective:

- To impart employable vocational skills
- To improve their livelihood or economic condition
- Make people independent
- To create the income-generating opportunity
- To make people aware and boost their confidence
- To prepare them for self-employment/employment



Project Management Unit (PMU)
House #15-II Sarwar Shaheed Road,
Model Town A, Bahawalpur, Pakistan
Tel: 062-9255540, Fax: 062-9255542
Web: <http://sppap.org.pk>
Email: sppap.pdpnd@gmail.com



IRM office, No. 07, Sunrise Avenue, Main
Park Road Near COMSAT Islamabad
Tel: +92-51 8742201
Email: info@irm.edu.pk
Web: www.irm.edu.pk

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