



# SOCIAL BUSINESS PROMOTION TRAINING

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USER GUIDE



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# 1. Background of Tool Development



As a part of “The Project for Improvement of Livelihoods and Well-being of Female Home-Based Workers in the Informal Economic Sector in Sindh Province” (Light-F) implemented by Women Development Department of Sindh Government and supported by Japan International Cooperation Agency (JICA), a training system that aimed at inspiring social business among educated youth and those who work for livelihood improvement projects for women in Pakistan was developed. The training focuses on key marketing concepts, such as the marketing mix (also known as the four Ps) as well as the marketing strategy (typically explained in terms of STP or Segmentation, Targeting, and Positioning).

The screenshot displays a digital training course interface. On the left is a navigation menu with the following items: 'Opening Perspectives', 'Social Business: Concept & Examples' (expanded), 'EXERCISE: Conceiving OWN Social Business', 'Environment for Social Business', 'EXERCISE: Understanding the environment for OWN Social Business', and 'Marketing Mix for Social Business'. The 'Social Business: Concept & Examples' section is further detailed with sub-items: 'Module Overview: Social Business', 'Social Business: Own Perspectives', 'Social Business: Own Perspectives (Survey)', 'Social Business (or Social Enterprise)', 'Concept check: Social Business', and 'Different examples of social businesses'. The main content area features a course title 'Training Course on Social Business Promotion' with logos for LIGHT-F and JICA. It states 'About this course' is 'Free' and contains '5 hours of video content'. Below this is a video player showing a man with a beard speaking, with a sidebar on the left listing course modules and a search bar.



## 2. Overview

Social business promotion training aims to help users with any background gain a good understanding of social business and contemporary approaches to promote it. The content is based on the widely accepted principles of marketing and concepts related to social business.

### **Purpose**

The purpose is to help users understand social business as a special form of business that focuses on social goals, but is also concerned with profitability. Explaining the key principles of marketing as a means of earning profitability is also the purpose of the training.

### **Target users**

The training was developed for students with approximately 10 to 12 years of education and is currently enrolled in an institute of higher learning (university) or vocational college or working for any organizations supporting low-income women.

These users are well-connected with the rest of the world and are equally grounded in the realities of life in underdeveloped areas in their regions and local communities.

It is expected, as well as intended, that they are sensitized in particular to the lives and challenges of Female Home-Based Workers (FHBWs) from the lessons learned during the LIGHT-F project, which serves as a case study of this toolkit.

### **Contents of the tool**

The training used an online Learning Management System (LMS). The training course covers all areas in a simple yet comprehensive manner, divided into the following modules:

- 1) Opening Perspectives on LIGHT-F
- 2) Introduction to Social business – concept and examples
- 3) Environment for social business
- 4) Marketing Mix
- 5) Marketing Strategy

Students of the training course are challenged to conceive of a social business idea as they go through various training modules. This progressive exercise enables them to experience various aspects of the marketing mix and strategy.

Additional Topics were provided to guide students in financial planning for social business.

### **Supplementary Video**

An important facet of the training is the video documentary that was professionally developed to visually document the lives of Female Home-based Workers. The video showed different stakeholders in the project, discussing different social challenges and their progress throughout the project.



### 3. Learning conditions

Social business promotion training includes online training. Students need to use a PC with an Internet connection.

#### **Facility**

The online training is offered through a Learning Management System (LMS), **Thinkific** ([www.thinkific.com](http://www.thinkific.com)<sup>1</sup>)

The course is cost-free, and any user is required only to view an orientation lecture that is essentially asynchronous. After listening to the orientation lecture, students will be better prepared to undertake online training.

For online training, the student is required to login to the online platform by visiting the website: <https://socialbusinesspromotion.thinkific.com><sup>2</sup>. Any student visiting this link will be prompted to create a login if registering for the first time or can login if returning to the platform.

Any progress made is saved automatically, and the student is required to complete the online course within a period of one month.

If a student is unable to complete the course in two (2) months, they are required to start again.

#### **Teaching materials and materials (equipment)**

The teaching material is mainly in the form of a social business promotion handbook that is uploaded within the system and can be accessed from within the LMS easily.

All other lectures as well as quizzes and activities are embedded within the LMS.

#### **Any other conditions**

The LMS can be easily accessed anywhere using the Internet and over mobile devices. Any improvements in the LMS platform will be seamlessly available for training students.

### 4. Required time (standard learning schedule)

The learning schedule was deliberately open ended. However, to ensure that students are motivated to complete the course, it is recommended that a one-month period be maintained as the formal course duration. Students will be required to complete the training within a month.

If they face genuine difficulty (to be ascertained by the relevant staff), they can be given an extension. Otherwise, they would have to rejoin the course.

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1 This is the official website of the Learning Management System (LMS) and not specific to this training course

2 This is the specific website for this training course

## 5. Support system



The LMS is a self-paced open enrollment system. All the contents are easy to understand, and as such, no support is required. However, to review the completion of work by participating students, a fortnightly review can be helpful.

During this review, the designated staff can:

- Check the email account associated with the training and respond to any queries
- Review additional students entering in the system and see their progress
- Ensure that students have progressed properly towards achieving the end-month training goal.

After completion of a certain number of students every month, a certificate is issued by the support staff. The certificate is prepared using a standard template, and only the name of the student must be replaced to issue a certificate in their name.

## 6. FAQ



### 1) Is there any cost, open or hidden, to attend the online course?

Answer: There is no cost, open or hidden, to attend the online course. All activities are completely free of charge. However, the students must have completed the video review of orientation to familiarize themselves with the program and should register for the online course only if they are genuinely interested.

### 2) What kind of funding will be provided to the students who complete the course?

Answer: This course is being developed under the LIGHT-F project and managed by Women Development Department (WDD), the Government of Sindh. They will not provide any funding for the social business idea. However, the students are encouraged to participate in different business idea competitions to highlight their work and seek appropriate funding and support.

### 3) Do I have to visit any campus or office to complete training?

Answer: No, the training and learning is completely online, and no visit is required.

### 4) What is required to complete the online course?

Answer: Properly listening to all the lectures and doing all the assigned activities in the given order is a simple way to complete the course. Quizzes and assignments ensure that the student is genuinely participating in the training.





<https://light-f.jimdofree.com/>

