

# DESA Participant Survey

The United Nations Department for Economic and Social Affairs (DESA) seeks your feedback on the current meeting. We encourage you to provide honest feedback to assist DESA in strengthening its future programming. Your insights are very valuable, and we hope that you will take the time to share your feedback.

While you may optionally indicate your name and the name of your organization on the next slide, no answers will be associated with your name, and the results of the survey will be shared in an aggregated form only.

## Kindly indicate your name and organization (optional)

Micro enterprise

Getachew from Ministry  
of Industry

Aschalew Mesfin

Atakilt AsmareFrom  
Ethiopian Enterprise  
Development

Argaw Mindaye from  
industry institution

Tesfaye Getachew  
(Ethiopia Enterprise  
Development)

First I would like to thank to  
everything. The training is very  
interesting and important . But  
the time is very short according  
to the importance of the training.  
So, p/se prepare the training  
again

Hiwot wendeson

## Kindly indicate your name and organization (optional)

From the region...

Emebet Birhanu SNNPRS  
IPDC

Name Girma Mekonnen  
Zewde Origination, Joni  
METAL Worke Industri

I think it is difficult to cover the courses in 4 days; esp. to practice digital marketing. Other than this, I found everything more than amazing. Thank you!

Anas Nasir China  
engineering

Admassu Yifru

gambela trade and  
industry

Genanew Tesfahun Demiss  
from Addiss Ababa industry  
development office

## Kindly indicate your name and organization (optional)

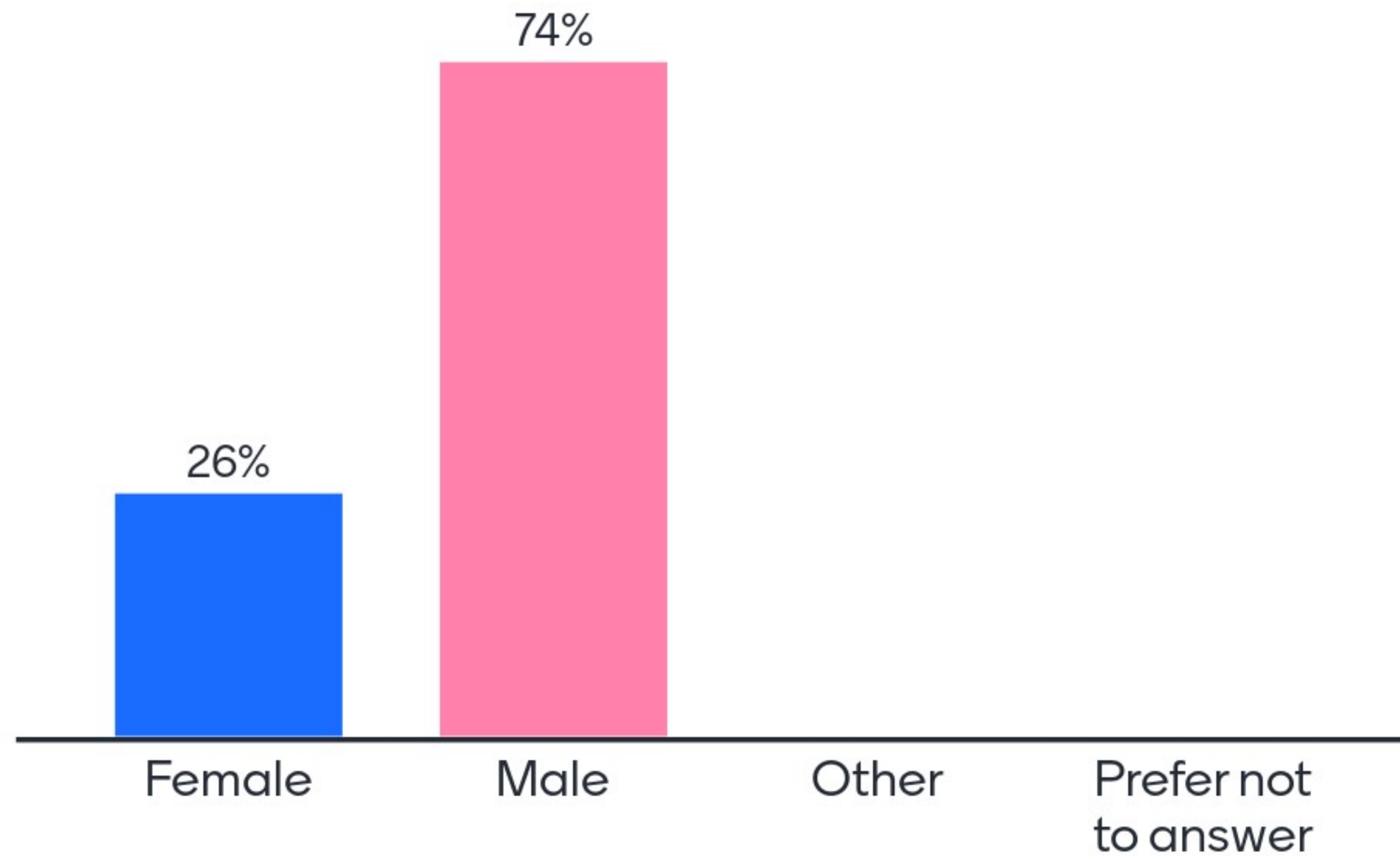
Taye Wale

Zemedkun Demeke  
(Ministry of Industry)

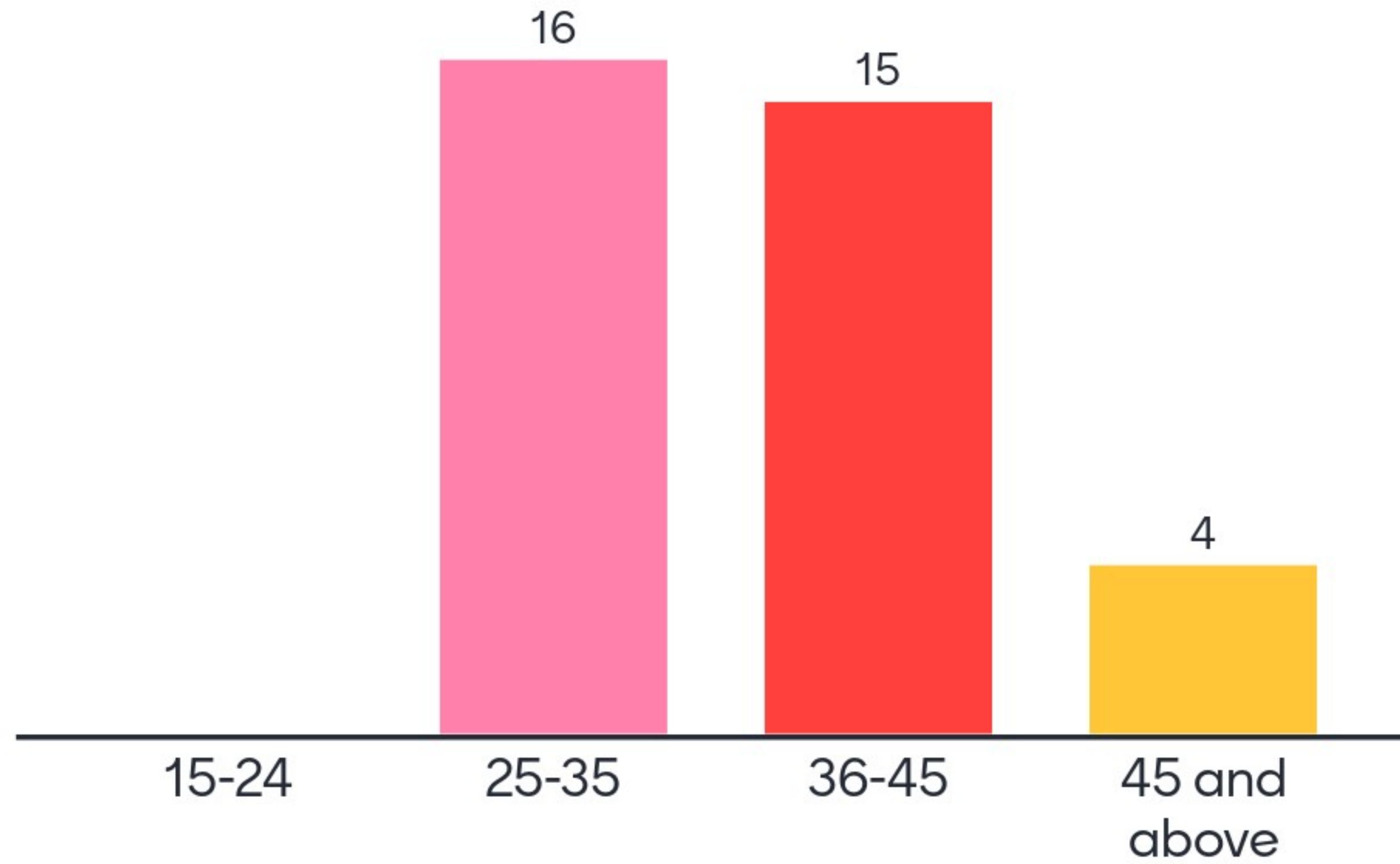
regional government  
office expert

My Name is Hasen Betera,  
from sidama Regional state  
Development Buraue of  
Industry

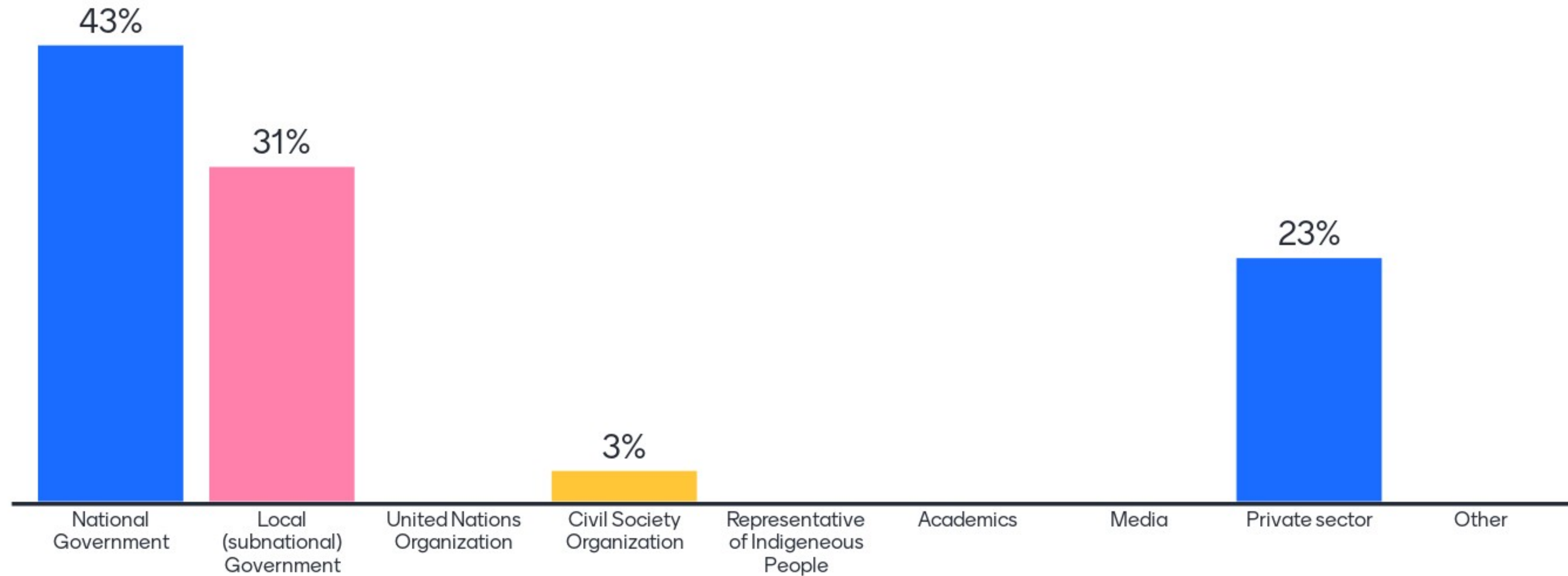
# Gender



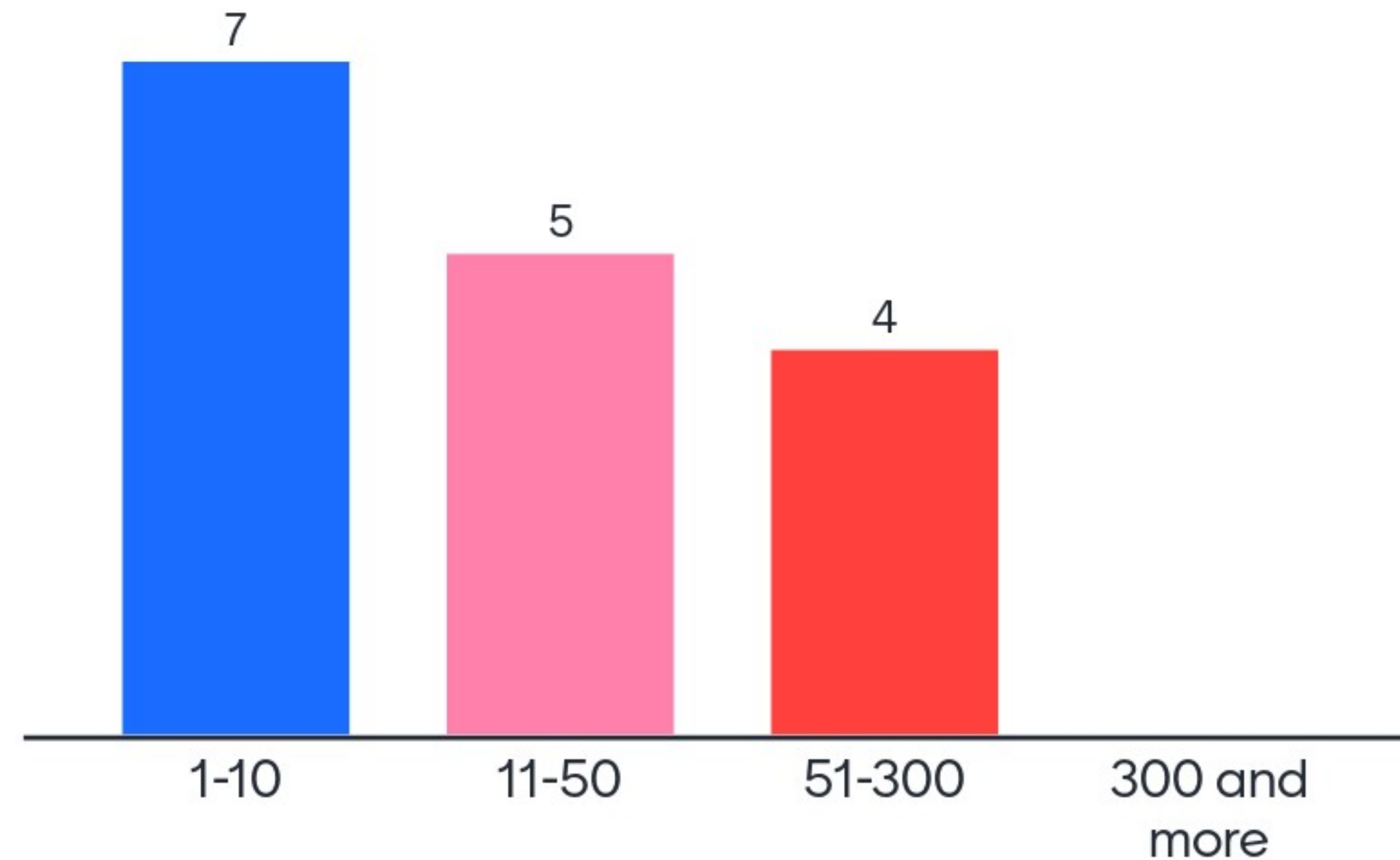
# Could you please inform your age?



# Type of your organization



# If you are an entrepreneur, can you inform the number of employees in your enterprise?





## If you are a government official, could you please briefly share your responsibilities in supporting MSMEs?

facilitation of different stakeholders' to put their effort on the performance of MSMEs in different areas, in addition to formulation of policy ,strategy, progarm ,project and capacity building

Business plan preparation

to give a suggesion support making recovering plan ,infrastructure

I give different support for MSMEs including training on entrepreneuership, making business plan and connecting them to institutions that gives loan to expand their enterprise

My responsibilities in supporting MSMEs is to follow and support the working and production areas or shades and Cluster sheds.

Ethiopian enterprise development

I am working in Ethiopian Enterprise Development office (EED). I am higher expert of investment and promotion. My responsibilities to support SMEs in any direction related they need based their gap.

supporting small and medium enterprise facilitate infrastructure and scale up their business through training

## If you are a government official, could you please briefly share your responsibilities in supporting MSMEs?

As a government official capacity building for msmes is very crucial for skill gap.

I am not an official

MSME Promotion Team Leader

Cheif Executive officer

No

i support SME as agro processing expert

Managing the company perfortmamce

capacity building for the regions...insdustry promotion and evaluation...so this training could help me to transfer my knowledge

## If you are a government official, could you please briefly share your responsibilities in supporting MSMEs?

chemical and chemical  
product MSMEs entrepreneur  
soutporter higher expert

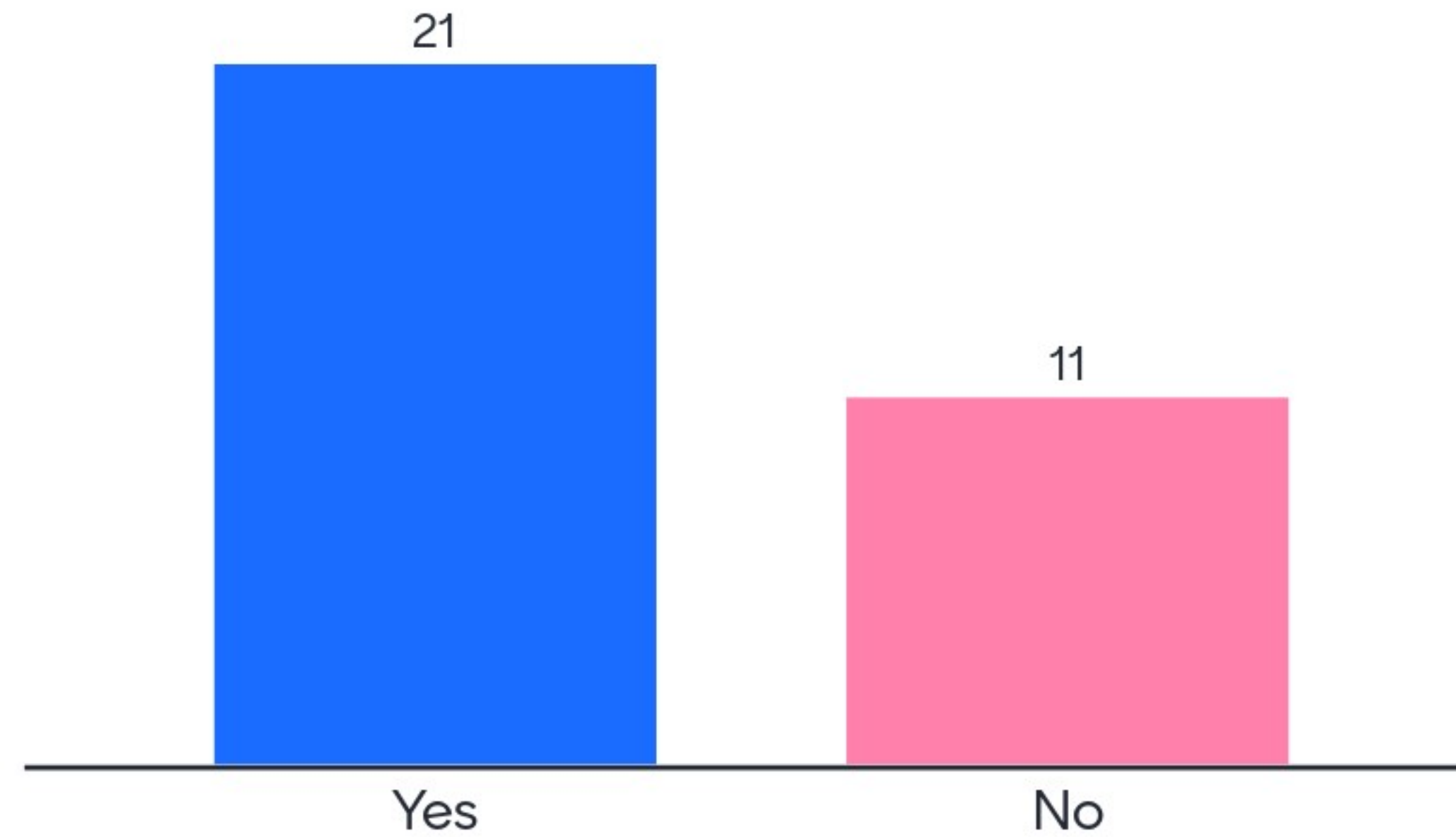
If i were a government official,  
i would support in the  
widening of the provision of  
NCBW & digital marketing  
skills training

Giving different training,  
support the MSMEs to get a  
loan from financial  
institutions, help them to get  
production and selling areas

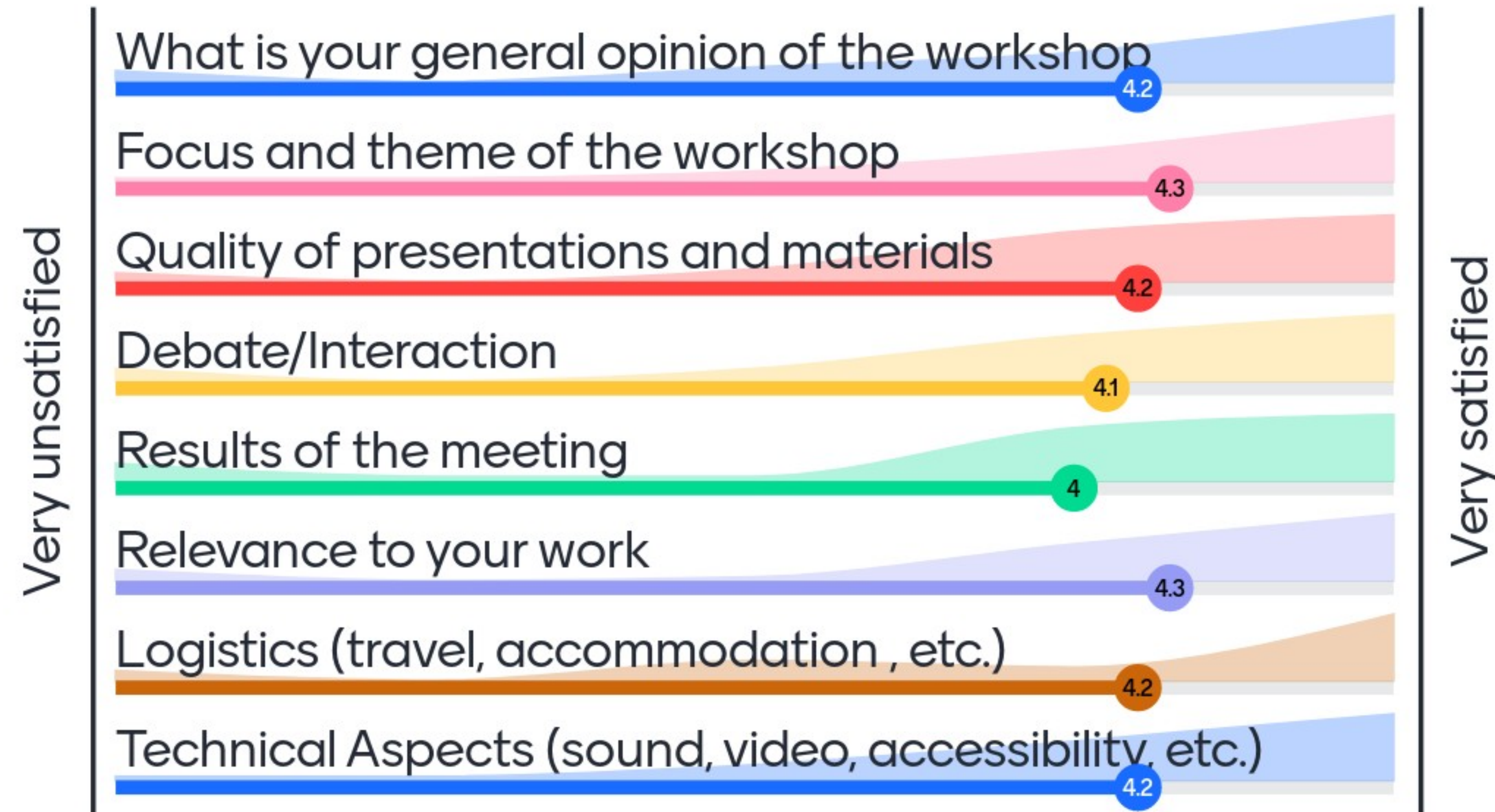
Expertise advise and  
support in facilitating  
their business

As my jobs title / cluster center  
officer, I help the interprises by  
advice them and as well as trains  
them on business plans &  
degitilizing their business in my  
region.

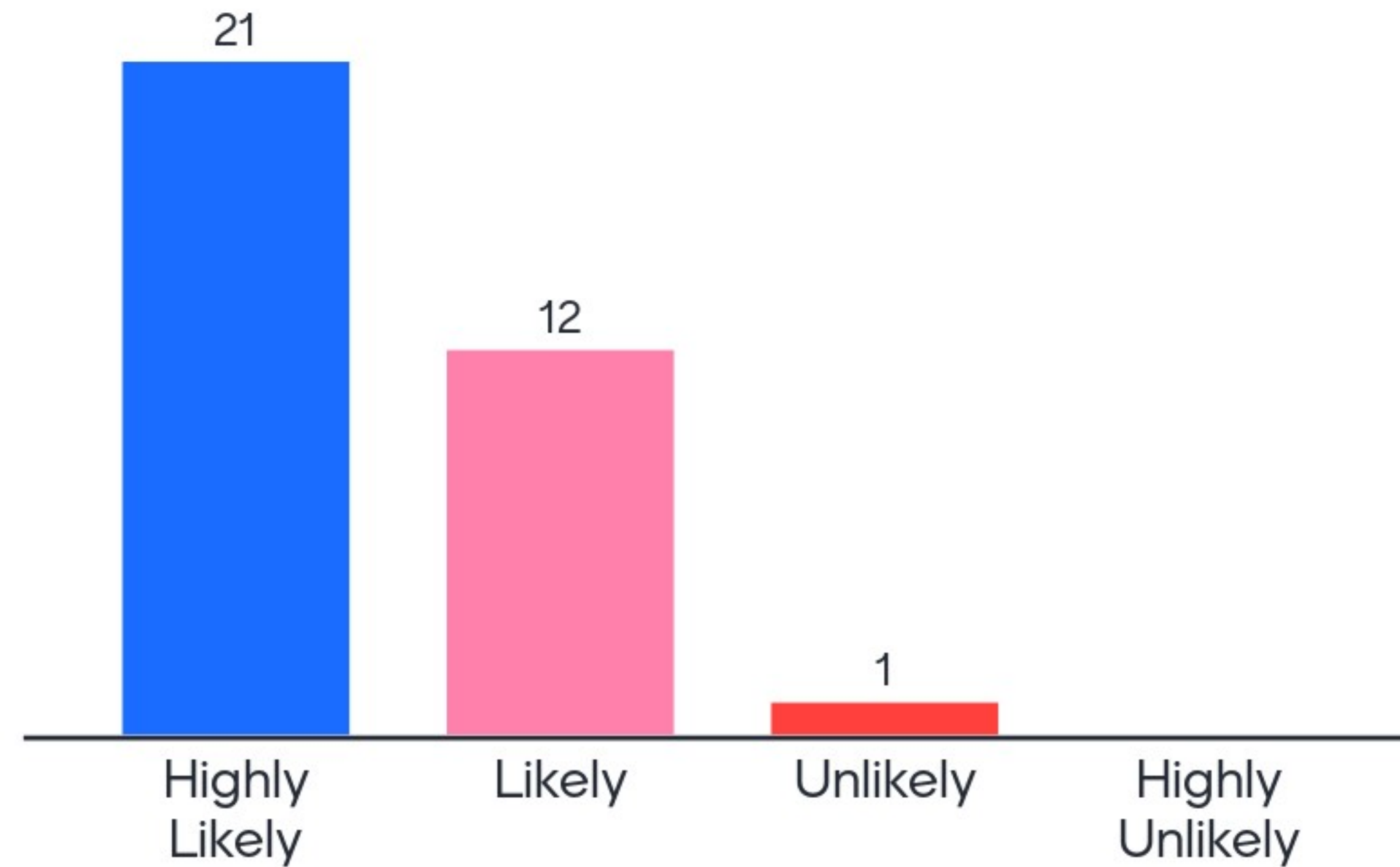
# Do you utilize digital tools in your business/work?



# Quality of the workshop



# Will you apply knowledge learnt from the workshop?



# What are challenges to apply knowledge learnt?

limited connect with internet, fees are so high

commitment, budget and infrastructure

Adaptability problem of segments and lack of national legal issues

The challenges to apply knowledge learnt is that 1. Finance 2. Logistics

The challenges to apply knowledge are: - Lack of infrastructures (Network or data) especially in Amhara region because of instability.

shortage of time & quality the matter

Digitalization marketing

No more challenges

## What are challenges to apply knowledge learnt?

No more challenges

There are some challenges on materials and budget to apply to others.

I need continuous support to apply knowledge learnt

No challenges

Infrastracyure ,budget and knowlege

The traning time is not eneghf

not enough time to cover the courses

Business plan



# What are challenges to apply knowledge learnt?

Constante and fast Internet  
Accessesin the Corse of Digital  
market have not learn as  
assumption because of you give  
shot time to learn and practice

shortage of continual  
practical support from  
the organizers

structure and policy  
challenges and skill gap are  
the most challenging...and  
peace stability of country

Time shortag

infractructure

Need to learn more on AI  
application, an interesting  
topic

Resources

Short of material like  
computer or mobile phone to  
apply digital marketing.

# What are challenges to apply knowledge learnt?

Infrastructure and Resources,  
training manual customized to  
local language for MSME's level,  
lack of access to uninterrupted  
network, practical skill in  
D/marketing and e-commerce

Shortage of training time

## What are future support needed?

More trainings like this

continues training and digital maarketing

2/3 Other traning this year

Detailed training on digital market, especially regarding technical aspect.

The time that is arranged for this training is short so, we need more time for this training

- Additional training-  
Financial support to start own business ,etc

give in long time and qualified trainer

Support micro small and medium enterprises

## What are future support needed?

Ok to support more the SMEs  
I need more training on e  
commerce on practice . The  
therory is enough thank you

Budget and skill gap  
management

Please support us in the  
future with the same  
workshop as this, thanks!

Training and education  
on digital marketing.

Best Practice and  
experiance Sharng

Additional traning time is  
needed on dmk

support on training

Social entrepreneurial  
competencies

## What are future support needed?

Please again to give the chance take the Course of digital market in 5-6days to know all about the digital market with piracies

Practical refreshment training at least for three consecutive days on detailed digital marketing

more digitalization courses with enough time

More practice

Digital Marketing Applicability and practical working in Business plan

More training workshops on AI, it will help us a lot

Financial and network

more training on entrepreneurship and digitization by giving more time than the the time given before

## What are future support needed?

Similar workshop on digital marketing and e-commerce with practice for at least 5-10 days, appropriate and standardized Resources (training manuals to MSME's digitization and entrepreneurship in ethio

More training on market digitalization and AI, with enough workshop practice time .

## What aspect of the workshop did you find most useful?

The trainer is very good,  
share useful information

it is fine but time is too  
short to make more  
practical

Business models & digital  
marketing

Digital marketing

- It is useful to get additional  
knowledge, especially Digital  
Marketing and It creates a  
motivation to the trainees.

Time save

the only business issue  
with out digital

Yes access to data and  
application the global market  
digitalization

## What aspect of the workshop did you find most useful?

Yes it is more useful

Difference between Traditional and digital marketing, and how to use digital forms for selling and buying products

Trainers are with lots of knowledge and patient with us. Good organization, thank you so much

The modalities.

All training is interesting

Digitalization and entrepreneurship

digital marketing very interesting

Digital marketing



## What aspect of the workshop did you find most useful?

Business model canvas

Digital marketing and  
business plan preparation

To give information from  
Digital Market and  
experience sharing with the  
participant

digitalization on our work

Digital

Digital marketing  
Application is the most  
important

very good organizing, good  
trainers, so please keep up  
with the good job

The digital marketing skill

## What aspect of the workshop did you find most useful?

both digital marketing and business plan are useful aspects on the workshop

all, especially digital marketing and business canvas model and business plan

To practice more about training

## Any other comments or recommendations?

We want more trainings like this, thanks!

hope UNDESA will support in the future

No coment thanks

Since the issue of Enterpunership and digital marketing are very important ot 21st agenda it is better to allocate ample time of training.

Give more time that is enough to know more about the digital marketing and business plan

- If it is possible, increase the training time/date.

take a time and select other issue for a long time continusly

I am excited for the opportunity to be part of a team and it should help me learn new thing and make me comfortable

## Any other comments or recommendations?

The training materials are good but the duration of time is short for this field of studies.

The training was very good. It is the first time took the DM and online marketing. So the time is not enough especially on practice side if possible the training shall be repeated in the future.

We need more workshops like this. They can really help us A LOT!

Keep it up, the training provision!

No

Continue this kind of capacity building training workshops.

support on training

Fine

## Any other comments or recommendations?

In general the training material, method and all are vey good!

The curse of the digital market to give the chance to learn again ,

if more time and attention should be given for practical session of the training

its all good but short time

Business plan preparation allso important

I want to thank all for the support

I suggest that trainings like this should advance more and more

The training was very Good but we need more training on digital marketing

## Any other comments or recommendations?

the time that is given for the training is very short so for the future the time must be related with the type of the training.

Give more consecutive training on digital market, give enough time for the workshop, the trainers are very qualified and freindly

Thanksgiving !! To supporting us by meking familiar with techinology as much as globilization!! thanks again.