

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)

29 responses

Ravindi Louis - Brandview labels lanka

Dinuke Lalinda Hettige

Chrishan Fernandopulle, Asian Agro Products Pvt Ltd

Sasiru LokugeSensa Solutions Lanka (Pvt) Ltd

H M A Sachini MalikaMinistry of Industries

Thilan basnayake

Bhathiya Adikari Adikari Oil Mills

himasha. Lakwa agriculture company(pvt)ltd

I highly recommend the training program by Yenuli Minupama at Oleema Industries. It's incredibly useful, covering web design and social media marketing extensively.

Kindly indicate your name and organization (optional)

29 responses

A.T. Pathirathna : Vidatha Resource Centre , Minuwangoda
Divisional Secretariat

Digital marketing is a key point in the present & it is very important for a small entrepreneur . So this program is marvelous to me. Thank you all for your guidance and support. Anurika A.K. Packagin

Gampaha district coordinator of National Enterprise Development Authority under Ministry of Industry

Darshana

Suranga Ambalangodage Dimath Group

Very appreciative program and thank you for the support. Can be done a bit faster and we are ok with less facilities with a low budget. Increase the number by reducing the per head cost.

Its very valuable programme. We can enhance our entrepreneurs & provide a better service through this knowledge. Now we can think out of the box to develop our business. Thank you very much.

Dhanushka Madhuranga

Sandanuwan Saram Saram Marine Solutions Saram Auto Industries

Kindly indicate your name and organization (optional)

29 responses

Shehan Jayewardene, Powerline Electric Company
Great program for us. Specially we got chance to develop our Business using the correct way of Digital Marketing.

Through this program it was possible to get a good understanding of the ability to sell using new technology.

Nandani

This program is very usefull for us to get a huge knowledge about marketing strategies, free tools, businees cards etc. program was helpful to capture new online markets and know how to enter to inte

This program is very valuable and helpful all of us we learned lot of unknown things about Digital marketing and promotion This program will help our young entrepreneurs to succeed their business

J G T Rasanga, Ministry of Industries of Sri Lanka

Sujith Sandaruwan
SPK Outdoor furniture

Test

A.A.Sujith Sandaruwan
SPK Outdoor Furniture (pvt)ltd

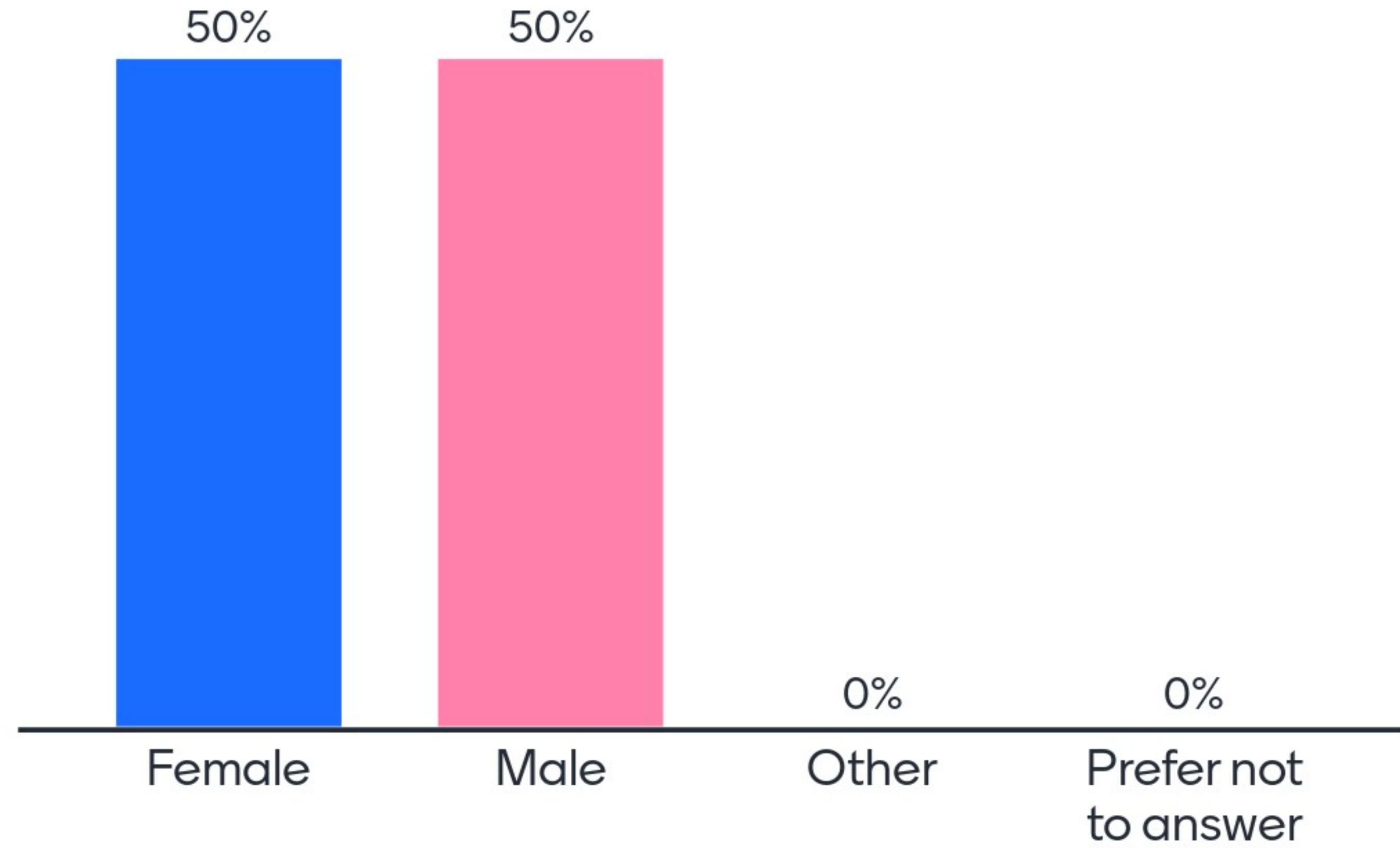
Kindly indicate your name and organization (optional)

29 responses

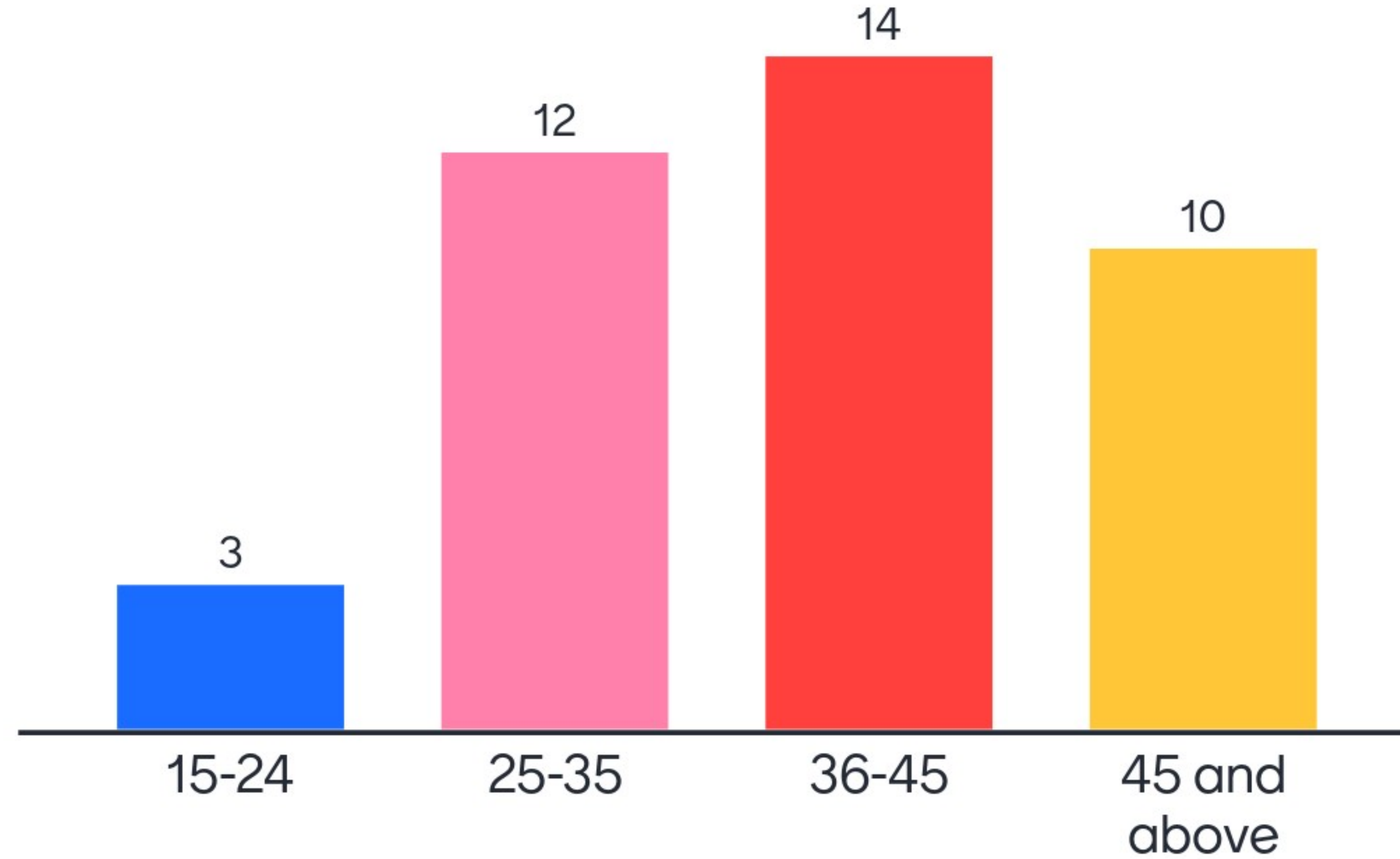
We learned about digital marketing strategies, e-mail campaign planning, etc. The knowledge gained through this program is very valuable and I kindly request that more such programs be provided to us.

Silva

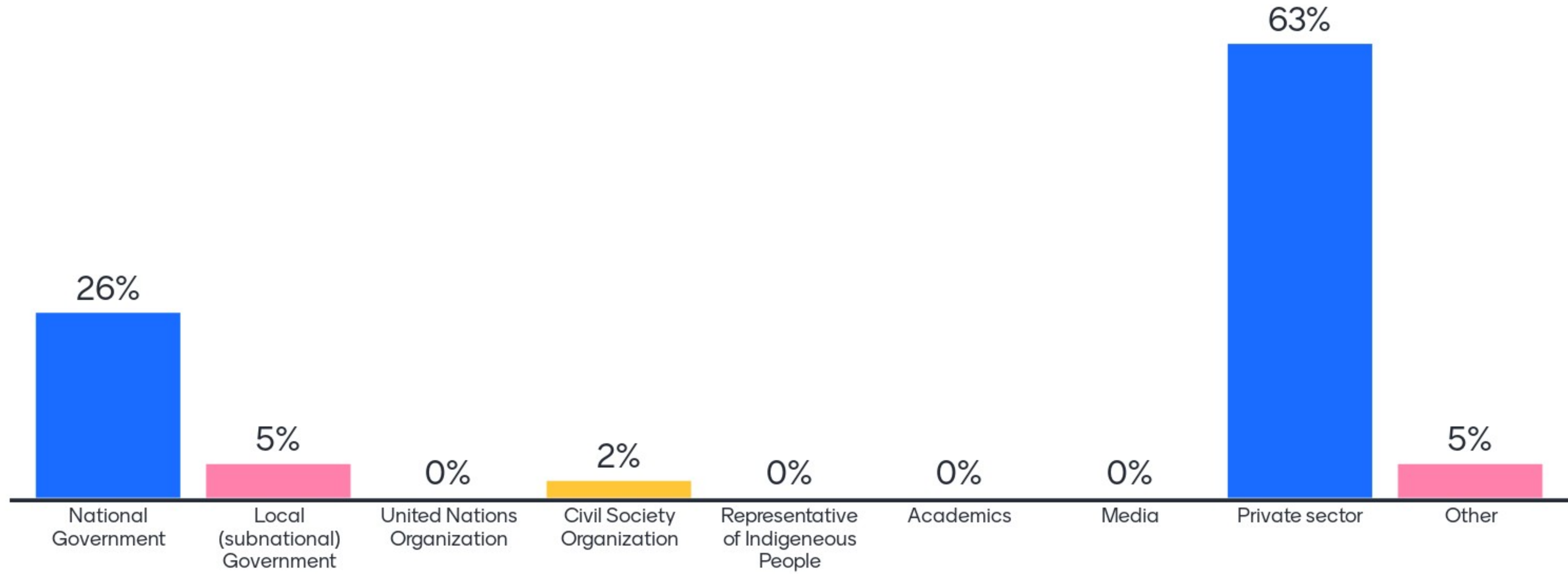
Gender



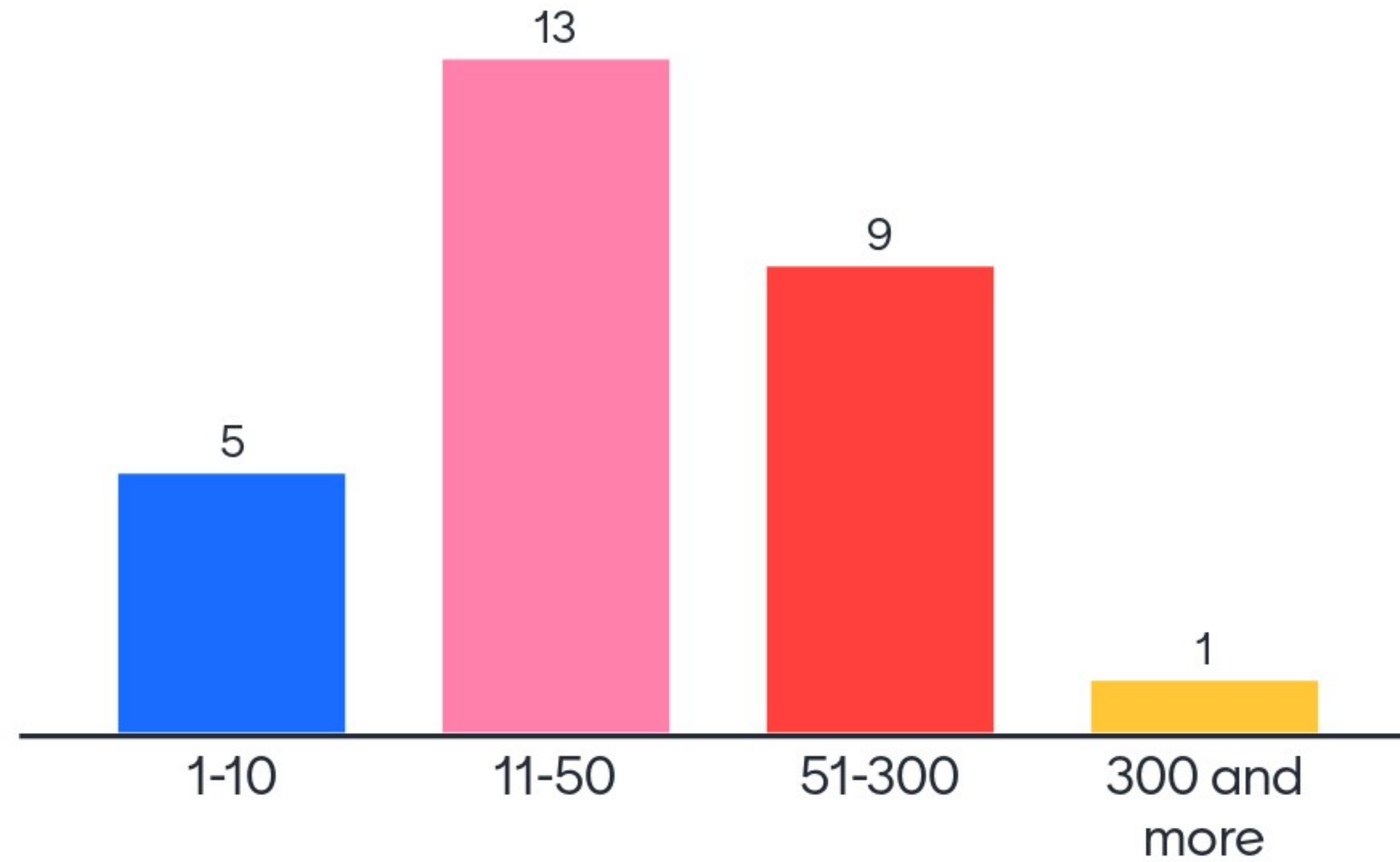
Could you please inform your age?



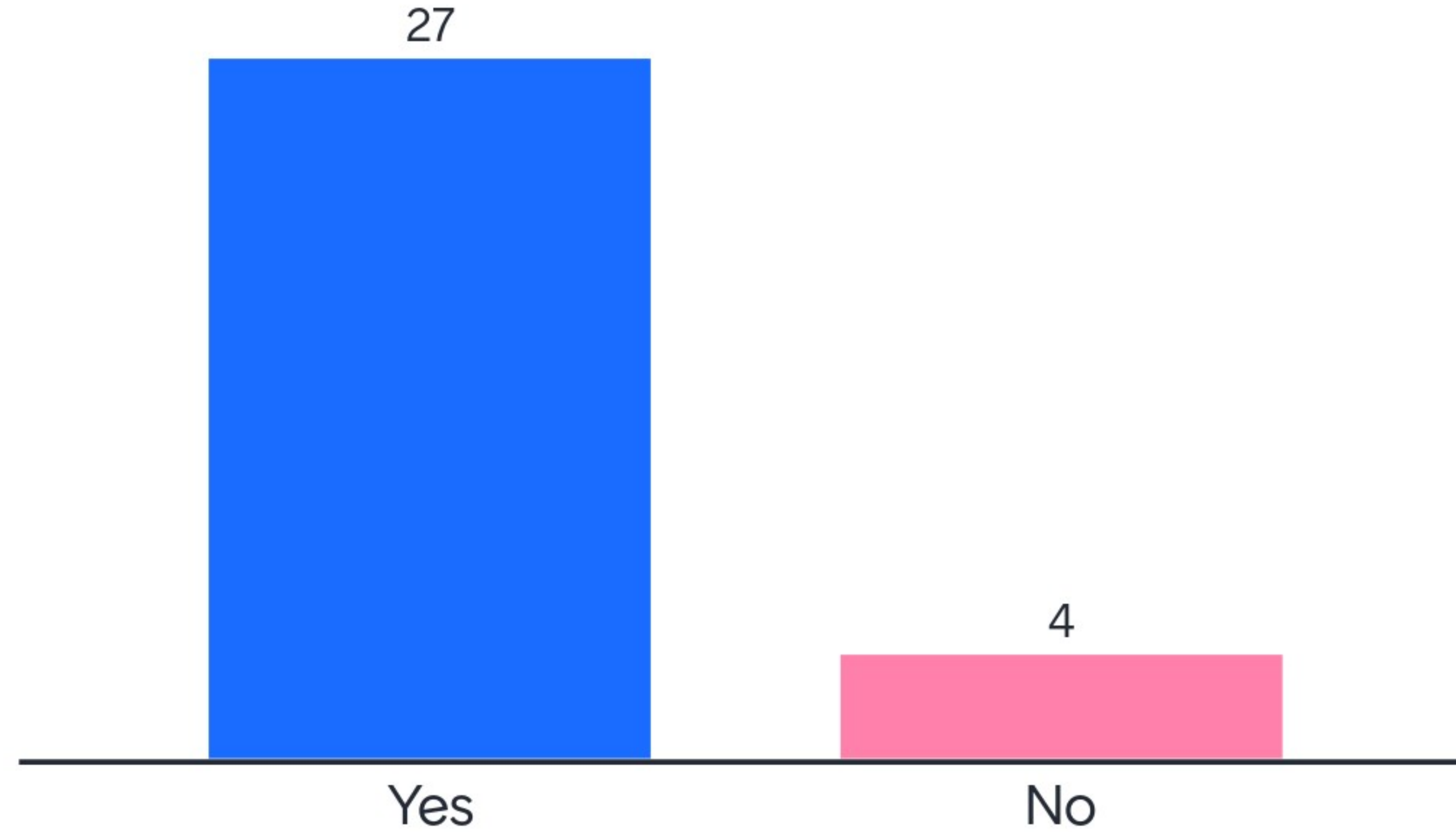
Organization



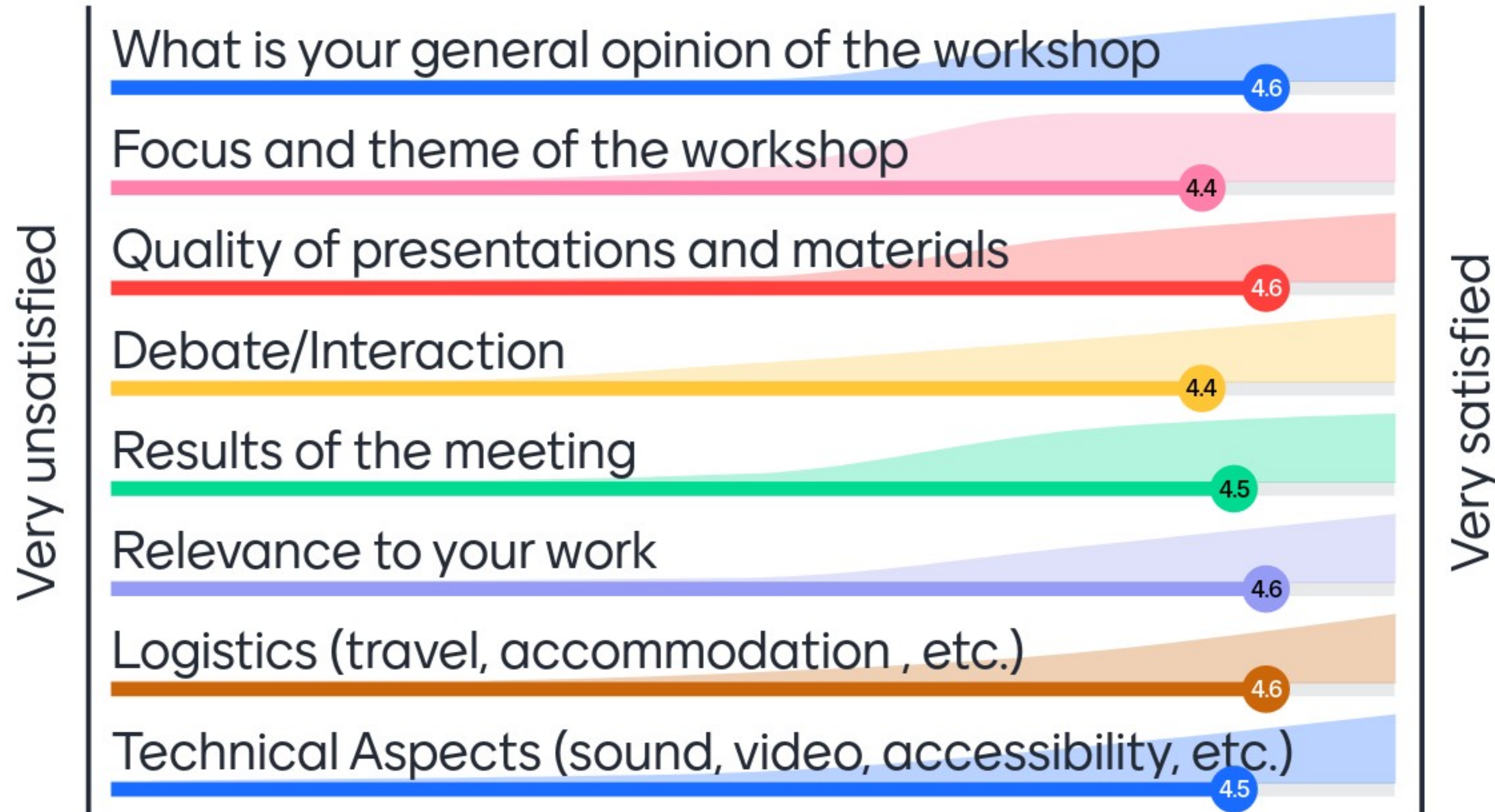
If you are an entrepreneur, can you inform the number of employees in your enterprise?



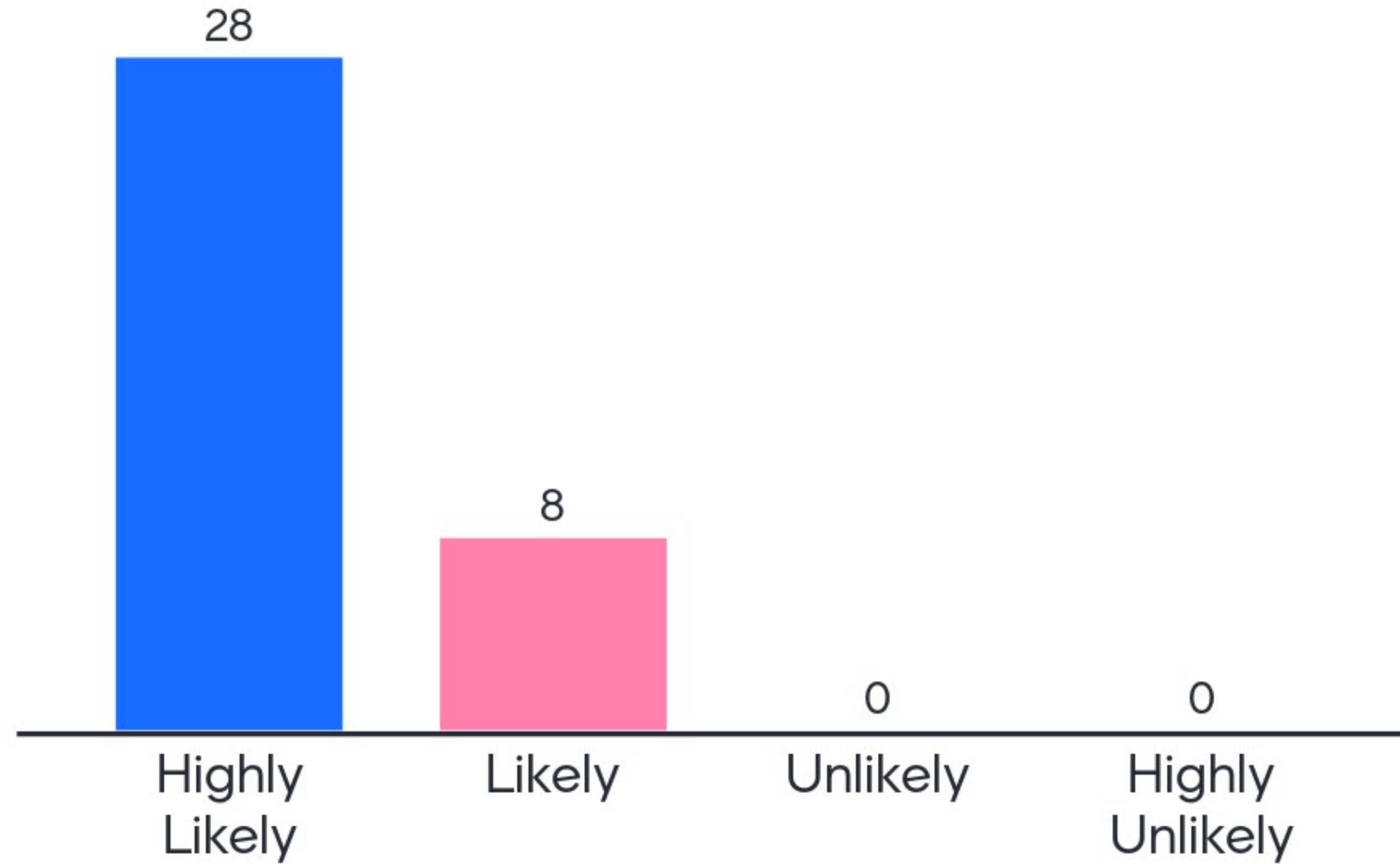
Is your enterprise registered/formalized?



Quality of the workshop



Will you apply knowledge learnt from the workshop?



What are challenges to apply knowledge learnt?

23 responses

Financial constraints

How to protect information online

Setting up website and use strategies to boost sales for good prices

No challenges only we have to be updated with new technologies

Need to practice more to get further familiarise

My technical knowledge needs improvement
Existing talent in company not competent

Personal knowledge handling software tools

Need to familiarize more

competitive advantage

What are challenges to apply knowledge learnt?

23 responses

Creating a website independently is challenging when applying learned knowledge from the training program

Still no challenges to apply.

1. How to use digital marketing and develop business
2. How to develop digital marketing Tools for export market

Creating website alone can be problem

We can manage

Need a talented person.

Need some more practice

I have less experience in involving digital marketing aspects. Hence I want to be in touch with the material and tools we learn by this workshop

Finding the best available tools, allocate enough budget, etc

What are challenges to apply knowledge learnt?

23 responses

Using the knowledge gained to move forward regardless of challenges

Lack of time with digital marketing Lack of digital devices

Focus on the international market

We want buassnes management course

Facilities are limited.

What are future support needed?

25 responses

Continued support beyond the workshop

Support to promote online sales and export

Continuous training like this will help me a lot

I have planed to create a website for my business and can host it

Conduct more programs for the SME

Need to have a help desk to assist issues when practicing in future

Help desk to discuss issues.

Practical workshops like this
Ongoing help from the online digital team

machinery needs

What are future support needed?

25 responses

continuous guidance from the lecturers

Creating a website alone can be problematic

Creative website alone can be problem

we learnt digital marketing systems through this workshop very well and also we need help from you physycle market places BtoB in global ex tradefairs/exhibition new technology/and machinery to improve productions quality and technics and knowledge

same format more workshop

Technical assistance

We can manage

I need further support to overcome the problems faced in using the platforms.

Business and financial management program.

What are future support needed?

25 responses

business factory visit and identify how to , what to develop

Need Access to market researchContinues guidens

Further training in these areas

Advance methods to find suitable customers, useful free and paid tools to maximize the effectiveness

We haven't broad knowledge how to apply so when we face any problems help us

Entrepreneurial collaboration projects should be implemented. We all can help each other a lot. Everyone don't need to be experts in everything by that way . team building together

Mainly Get a loan in low rate.Import Matrieal from forign countriesSupport get new orders from company

What aspect of the workshop did you find most useful?

29 responses

Interactive discussions

Experienced trainers and engaging discussions

Group discussion and the introduce on e-commerce models

All the aspects taught

Web designing

Web designing. Digital Marketing using different tools.

Knowledge gained on the free tools available
Experience I got by Practical applications

Social media marketing

Faceboo Marketing

What aspect of the workshop did you find most useful?

29 responses

believe to work you own

Social media marketing, web designing

Creating a website alone can be problematic

Created web site alone canbe problems

to fin btob market places exhibition trade
fairssecondary markets african middleeast
asiancountry to improve product qulity
knowledge and technical support

everything

Email marketing and Facebook marketing

Email and website

Web development and inventory management

What aspect of the workshop did you find most useful?

29 responses

Web page designing, facebook and you tube marketing

marketing tools

Tools we can use to maximize the marketing, content writing AI tools

Fasebook ,youtube use to markets

To make a Digital Marketing plan with a good strategy

We learned lot of unknown things about digital marketing

Yes

not an entrepreneur

social media market

What aspect of the workshop did you find most useful?

29 responses

social media marketing

social media.Canva

Any other comments or recommendations?

24 responses

Hope to learn more from more workshops like this, thanks you

A very good workshop with well organized structure, thank you all

Good workshop with structured programmes

Nothing

Its better if you can arrange training programs online for the marketing team.

Maintain a communication channel to update latest trends and learnings to this group

Introduce a continuous monitoring method to see if the entrepreneurs have implemented what they learnt at this training session

Would appreciate if you could make it more relevant to B2B section as well

Pls give learning materials before the session

Any other comments or recommendations?

24 responses

Need more time to technical work

Provide more opportunities for future events like this

Creating a website alone can be problematic

Creating a website alone can be problematic

yes

If you can arrange more workshops it's will be helpful to develop more business

Time management

Thanks for the organizing committee and the lectures

N/A

Any other comments or recommendations?

24 responses

Can make it a faster. Recap each day takes more time than required. Can make it more entertaining through team-building interaction with each other.

As a government officer we guide and acknowledge the the MSME to grow up their business. For that ee want to be update with new oppertunities and technology developments if we have channel to get awae

Add more entrepreneurs

Using the knowledge gained to move forward regardless of challenges

Great program

continue this prog