

UNCDF to train 60,000 in using phones to transact business

By Frederick Kiwanuka

The United Nations Capital Development Fund (UNCDF) has launched an ambitious campaign to train over 60,000 medium and small scale Ugandan entrepreneurs to adopt digital tools in transacting business.

The training programme, coded *Business ku ssimu yo* (Using your phone to do business), is aimed at boosting efforts to transform Uganda's micro, small and medium enterprise finance ecosystem by supporting women-inclusive businesses in adopting digital tools and enabling financial institutions to innovate.

"We want to encourage micro businesses to embrace digital tools to position themselves for the emerging financing opportunities," Rachael Kentenyingi, the UNCDF communications specialist, said in



People transact using their smartphones. The training will help businesses in adopting digital tools and enabling financial institutions to innovate

Luwero last Thursday.

Kentenyingi made the remarks during a one-day workshop that

her organisation conducted on how to use digital tools, especially smart phones, to market their products;

access credit and information.

The workshop was attended by over 200 medium and small-scale business people from Luwero.

Kentenyingi said the campaign is to be implemented in 40 districts countrywide including Luwero, Nakaseke, Nakasongola, Mbale, Paliisa, Kikuube and Kasese.

She said the training programme targets youth aged 18-35 as well as people with disabilities and refugees, among others.

Joseph Bulesa Kiyemba, the co-ordinator of Federation of Small and Medium-sized Enterprises in Luwero district, said the training was timely because many business operators own accounts on social media but have yet to utilise them for business purposes.

A section of the participants said they had hitherto been using their phones for communication and social media for fun and got thrilled to learn that they can use their phones to do business.