



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
GOVERNMENT OF PAKISTAN



POST EVENT REPORT
OF
THE E-COMMERCE TRAINING SESSION
IN GILGIT BALTISTAN

SUBMITTED BY NAZIR ALI
ASSISTANT DIRECTOR
TDAP GILGIT

Table of Contents

Contents

Introduction	2
Amazon Opportunity for Pakistan	2
Advantages of Amazon Trainings in Pakistan	2
Amazon Training sessions in Gilgit Baltistan.....	2
Main Objectives of the Training Session.....	3
Resource management For the Training Session	3
Modules of the Training session	3
Amazon Seller Registration Procedure (Module 01)	3
Product Projection and Account Management (Module 02)	3
Payment Procedures (Module 03)	4
Transport and Logistics (Module 04)	4
Resource persons.....	4
First Session	5
Format of the Program	6
Second Session.....	6
Format of the Program in Nagar	7
Third session	7
Format of the Program in Hunza	8
Fourth session	8
Format of the Program in Ghizer	10
Suggestions and Recommendations	11
Conclusion.....	11

Introduction

As the world increasingly transforms into a global village, it is paving its way to allow people and businesses to integrate together and make greater connections. Now, no industry works in isolation. Partnerships and compliances within an industry and between different industries have become a new corporate mantra. Among the most emerging yet promising industries of the future, E-commerce is the one that is witnessing massive growth especially in the developing countries like Pakistan, for the past few years. In the developing countries, e-commerce has shown very promising progress and expansion which makes it safe to say that this industry has a lot of potential in becoming a major economic player and generating revenue. Although the e-commerce market is still in its infant stages, it is gathering interests of various stakeholders from the economic sector.

Amazon Opportunity for Pakistan

THE decision by global e-commerce giant Amazon to add Pakistan to its sellers' list is expected to unleash enormous business opportunities for the country's small and medium manufacturers and entrepreneurs to market and directly sell their products globally. It is also a major breakthrough for the country's growing e-commerce industry, as well as companies and professionals working in the digital space. Pakistan is the only South Asian state, which is not on the list of the 102 countries on the Amazon platform in spite of being the second biggest economy in the region. The new development will hopefully put Pakistan on the global e-commerce map, opening up a new era of business boom by connecting its entrepreneurs and goods with millions of consumers across the world. The best thing about the new development is that Amazon will now provide a new venue to individual sellers to ship their products in small parcels to consumers outside Pakistan. This will afford them a chance to work on and develop their own brands for better prices. Moreover, they will not have to worry about their payments as Amazon will directly transfer the money into their local accounts.

Advantages of Amazon Trainings in Pakistan

The advantages of being on Amazon can be gauged from the fact that in India, which is a small contributor to the e-commerce giant's total global sales, some 100,000 sellers are exporting products worth more than \$2bn a year. That shows the opportunities Amazon can provide to small Pakistani sellers, especially women and entrepreneurs, who have goods and products needed by consumers outside Pakistan but cannot afford to have a big export set-up. For instance, they have a large Pakistani diaspora scattered across the countries, especially in the Gulf, to cater to. The significance and use of online marketplaces such as Amazon has increased immensely since the outbreak of Covid-19. Pakistan's e-commerce market itself has grown dramatically over the last one year.

Amazon Training sessions in Gilgit Baltistan

Given all the aforementioned aspects of amazon, Trade development Authority of Pakistan organized a series of training session on Amazon in the following districts of Gilgit Baltistan:

1. Gilgit
2. Nagar
3. Hunza
4. Ghizer

Main Objectives of the Training Session

The Main objective of the training session was to equip the entrepreneurs of Gilgit Baltistan with required skills and knowledge for selling their products on Amazon, which would lead to increase in the exports of Pakistan as well as improvement in the living standard of the down trodden region of Gilgit Baltistan. Given the high fees being charged by the private sector companies for such trainings, the people of Gilgit Baltistan could not afford such trainings. Therefore, TDAP conducted the much demanded training on Amazon free of cost.

Resource management For the Training Session

Trade Authority of Pakistan, Sub Regional Office, Gilgit conducted various meetings with the president/secretaries of all the four chambers in Gilgit vis-à-vis the amazon training sessions one year six months before the training sessions. In this regard, the presidents of all the four chambers of commerce and industry ensured the provision of the following facilities for the training session:

1. Training Hall
2. Multimedia
3. Sound system
4. Resource persons

Modules of the Training session

The Trade Development of Pakistan formed a group of trainers and prepared training program that had four modules which are the following:

Module 01	Amazon Seller Registration Procedure
Module 02	Product Projection and Account Management
Module 03	Payments Procedure
Module 04	Transport and Logistics

Amazon Seller Registration Procedure (Module 01)

- I. The Module 01 included the following topics:
- II. Penalties for Non-Compliance to Amazon Policy Guidelines
- III. Markets Opened for Pakistan (Individual Account
- IV. Selling Plans
- V. Steps Involved in ID Creation
- VI. Business or Contact Address
- VII. Billing Information
- VIII. Store and Product Information
- IX. Uploading of Documents
- X. Account Verification Email from Amazon
- XI. Cautions
- XII. Seller's Account Health Matrices

Product Projection and Account Management (Module 02)

Following steps were included in the module 02:

- I. Adding a Product
- II. Different methods of adding a product
- III. Product Name, UPC, EAN, ISBN or ASIN
- IV. Creating a New Product Listing
- V. Creating a New Product
- VI. Product Categories
- VII. Naming a Product

Payment Procedures (Module 03)

The Module 03 included the following topics:

- I. Amazon fee Structure
- II. Payment Methods for Sellers in Pakistan
- III. Payment Processing Time
- IV. SBP Regulations and Procedures

Transport and Logistics (Module 04)

The Module 04 included the following topics:

- I. Introduction to logistics
- II. Core Logistics Components
- III. Importance of Logistics
- IV. Short Introduction of some Major Courier and Cargo Companies operating in Pakistan
- V. Time of delivery
- VI. Inbound/outbound taxes/duties involved
- VII. How to deliver products to Amazon selecting the right fulfillment option
- VIII. If you're fulfilling your own orders
- IX. The benefits of Fulfillment by Amazon
- X. How Fulfillment by Amazon works
- XI. Fees for using Fulfillment by Amazon (FBA)

Resource persons

Following were the resource persons from Trade Development Authority of Pakistan for the Training Session:

Name	Designation	Task
Mr. Asim Tiwana	Director	Team Lead
Mr. Rohail Nazir	Deputy Director	Module 1
Mr. Adil Mukhtar	Assistant Director	Module 2
Ms Urva hassan	Assistant Director	Module 3
Mr. Nazir Ali	Assistant Director	Administrator/Coordination officer of the Event
Mr. Amir Khan	Assistant Manager	Module 4

Although the team comprised five members, yet only two members visited Gilgit:

Mr Adil Mukhtar, Assistant Director TDAP Lahore

Mr Amir khan, Assistant manager TDAP Peshawar

Mr Adil Mukhtar Gave Presentation on first two modules, and Mr. Amir Khan gave presentation on the last two modules.

First Session

The first session was held in Gilgit on May 23, 2022. The session was attended by the reputed business persons from the Gilgit district. It was held in the Rupal hotel, Gilgit. About thirty reputed business persons attended the meeting.



Amazon training session in Gilgit- Trainers are interacting with the audience.



Mr Ashfaq, President Gilgit Chamber of Commerce and Industry having interaction with TDAP Team after the session. The Deputy Director, department of commerce gilgit Baltistan is also present .

Format of the Program

Following was the format of the program:

S. No.	Program Segments	Time
01	Commencement of the program	11:30 AM
02	The Program was started with the recitation of the verses of the holy Quran	11:35 AM
03	The President Gilgit Chamber of Commerce and industry gave the Welcome Address	11:35 AM to 11:45 AM
04	Mr Adil Mukhtar, Assistant director TDAP gave detailed presentation on the first two modules of the program.	11:45 AM to 1PM
05	Mr Amir Khan, Assistant Manager TDAP gave detailed presentation on the last two modules of the program	1 PM to 2 PM
06	Question and Answer session	2 PM to 2:30 PM
07	Concluding remarks/ vote of thanks by Nazir Ali, Assistant Director TDAP SRO, Gilgit	2:30 PM to 2: 35 PM
08	Refreshment	2:35 PM to 3:00 PM

Second Session

The second session was held in district Nagar on May 24, 2022. The President Nagar Chamber of Commerce and Industry received the TDAP Team. The session was organized in Hacial Guest House, nagar.



The President Nagar Chamber of Commerce and Industry is giving "Welcome Address" to audience

Format of the Program in Nagar

Following was the format of the program in Nagar District:

S. No.	Program Segments	Time
01	Commencement of the program	11:30 AM
02	The Program was started with the recitation of the verses of the holy Quran	11:35 AM
03	The President Nagar Chamber of Commerce and industry gave the Welcome Address	11:35 AM to 11:45 AM
04	The vice President emphasized on getting more attention E-commerce in his speech.	11:45 AM to 12 : 45 PM
04	Mr Adil Mukhtar, Assistant director TDAP gave detailed presentation on the first two modules of the program.	12 :45 PM to 2:00 PM
05	Mr Amir Khan, Assistant Manager TDAP gave detailed presentation on the last two modules of the program	2:00 PM to 3:00 PM
06	Question and Answer session	3:00 PM to 3:30 PM
07	Concluding remarks/ vote of thanks by Nazir Ali, Assistant Director TDAP SRO, Gilgit	3:30 PM to 3:35 PM
08	Refreshment	3:35 PM to 4:00 PM

Third session

On May 24, 2022, Trade development Authority of Pakistan in collaboration with Hunza chamber of commerce and Industry organized a training session in District Hunza to enhance business opportunities for the business community. More than hundred business persons and students belonging to different areas of Gilgit Baltistan Attended the session. The vice president of HCCI received the TDAP team. The CEO Karakoram Area Development Organization was also present in the session. After the session the CEO KADO requested the TDAP team to visit the projects sites of KADO, which the team accepted. The TDAP team visited different projects sites of KADO.



Mr. Adil Mukhtar, Assistant Director TDAP is giving presentation. (Hunza)



Group photo representatives of HCCI with TDAP Team after the session (Hunza)

Format of the Program in Hunza

S. No.	Program Segments	Time
01	Commencement of the program	4:30 PM
02	The Program was started with the recitation of the verses of the holy Quran	4:30 PM
03	The Vice President Hunza Chamber of Commerce and industry gave the Welcome Address	4:30 PM to 4:35 PM
04	Mr Adil Mukhtar, Assistant director TDAP gave detailed presentation on the first two modules of the program.	4:30 PM to 6 :00 PM
05	Mr Amir Khan, Assistant Manager TDAP gave detailed presentation on the last two modules of the program	6:00 PM to 7:00 PM
06	Question and Answer session	3:00 PM to 3:30 PM
07	Concluding remarks/ vote of thanks by Nazir Ali, Assistant Director TDAP SRO, Gilgit	3:30 PM to 3:35 PM
08	Refreshment	3:35 PM to 4:00 PM

Fourth session

On May 25, 2002, Trade Development Authority of Pakistan in collaboration with Ghizer chamber of commerce and Industry conducted a one day seminar on E commerce. The seminar was conducted in the hall of the Ghizer chamber of commerce and Industry in Gakouch , Ghizer district. About two hundred business persons and students participated in the seminar. Mr. Sher nabi, president ghizer Chamber of commerce and Industry received the TDAP Team.



Amazon training Session by TDAP at Ghizer Chamber of commerce and Industry Gakouch (Ghizer)



From left to right : President ghizer chamber of Commerce and Industry, Assistant Director TDAP, Gilgit, Assistant manager TDAP, Peshawar (Ghizer)



From left to right: Deputy Director Department of commerce Gilgit baltistan, Assistant Director TDAP, Gilgit, Assistant Director TDAP, Lahore, Assistant director TDAP, Peshawar

Format of the Program in Ghizer

S. No.	Program Segments	Time
01	Commencement of the program	11:30 AM
02	The Program was started with the recitation of the verses of the holy Quran	11:30 to 11: 35 AM
03	The President Ghizer Chamber of Commerce and industry gave the Welcome Address	11:35 to 11:45 AM
04	Mr Adil Mukhtar, Assistant director TDAP gave detailed presentation on the first two modules of the program.	11: 45 AM to 1:00 PM
05	Mr Amir Khan, Assistant Manager TDAP gave detailed presentation on the last two modules of the program	1:00 PM to 2:00 PM
06	Question and Answer session(Thirty minutes were fixed for Question Answer, but owing to the lots of questions from the audience, the the time was extended to 45 minutes)	2:00 PM to 2: 45 PM
07	Concluding remarks/ vote of thanks by Nazir Ali, Assistant Director TDAP SRO, Gilgit	2:45 PM to 3:00 PM
08	Refreshment	3:00 PM to 3:00 PM

Suggestions and Recommendations

Although, the TDAP Team concluded the sessions successfully, yet owing to some problems regarding transportation and fuels, our team had to repeatedly call and request the government of Gilgit baltistan. As the Assistant director of TDAP, Gilgit, following recommendations are written in this report:

Gilgit baltistan has ten districts, and this region is one of the hard areas of Pakistan. In this regard a small office of TDAP with negligible resources cannot serve the community in any way. If the Ministry of commerce or the head office of the Trade Development Authority of Pakistan provides a vehicle for the office of TDAP Gilgit, it will be easy for us to organize such seminars in the far flung areas of Gilgit Baltistan.

Secondly there is no any IT expert in the TDAP office gilgit. The availability of an IT expert will be helpful in conducting workshops and seminars.

Conclusion

Trade development Authority of Pakistan in Collaboration of all the chambers of commerce and industry successfully conducted the seminar on E commerce in the four districts of Gilgit : Gilgit, Nagar, hunza and Ghizer. Overall the response from the stakeholders was good. In the coming years more sessions will be conducted by TDAP. The session must have equipped the audience with the basics of Amazon. The four modules launched by TDAP includes the main procedures of selling products through amazon.

The End