

CASE STUDY

Turkish Post (PTT Corp.) – Increasing e-commerce inclusion for women entrepreneurs through digital skills and e-commerce training

Turkish Post (PTT Corp.) has launched the “Increasing E-commerce Inclusion of Women” initiative, a project designed to enhance the digital and economic participation of women entrepreneurs and women cooperatives throughout Türkiye. Led by PttAVM, PTT’s e-commerce affiliate, the initiative directly supports the Turkish government’s broader policy goals of economic empowerment, digital inclusion, and gender equality by facilitating women’s active participation in digital trade.

The project offers women entrepreneurs a comprehensive package of services specifically designed to overcome common barriers to digital commerce. This includes free e-commerce training in a range of areas such as digital marketing, customer behaviour, product listing, and sales optimization. Additionally, technical assistance is provided to help participants install and effectively manage their own e-commerce platforms. Special commission rates on PttAVM’s platform further reduce operational costs, allowing women-led businesses to competitively offer their products online. These practical support services address the challenges women entrepreneurs often face, such as limited digital skills, technical infrastructure difficulties, and gender-based biases in business environments.

Since its inception in June 2020, the project has adopted an inclusive and hybrid approach to training, offering both online and face-to-face sessions. By the end of 2024, sessions had been conducted in 38 provinces across Türkiye. In the first half of 2025, activities continued in at least 20 additional provinces, ensuring broad geographic coverage – including rural and underserved communities often overlooked by traditional e-commerce models. Women entrepreneurs participating in the project have significantly expanded their market reach nationwide, resulting in substantial economic benefits, greater financial independence, and enhanced business skills. As of the end of 2024, the project had enabled more than 2,450 women entrepreneurs to use postal services for domestic and international sales, generating a total sales value of approximately 16 million Turkish lira.

The partnership between Turkish Post, PttAVM, and the General Directorates of Tradesmen, Craftsmen, and Cooperatives of the Ministry of Trade exemplifies strong collaboration aimed at creating sustainable economic growth and social inclusion. By fostering women’s economic empowerment and digital trade literacy, this initiative not only contributes to reducing gender inequalities but also promotes economic resilience and growth across Türkiye.



Source: UPU TradePost awards application