

E-Commerce Education Landscape and Talent Development Overview in Central Asia



University of Central Asia

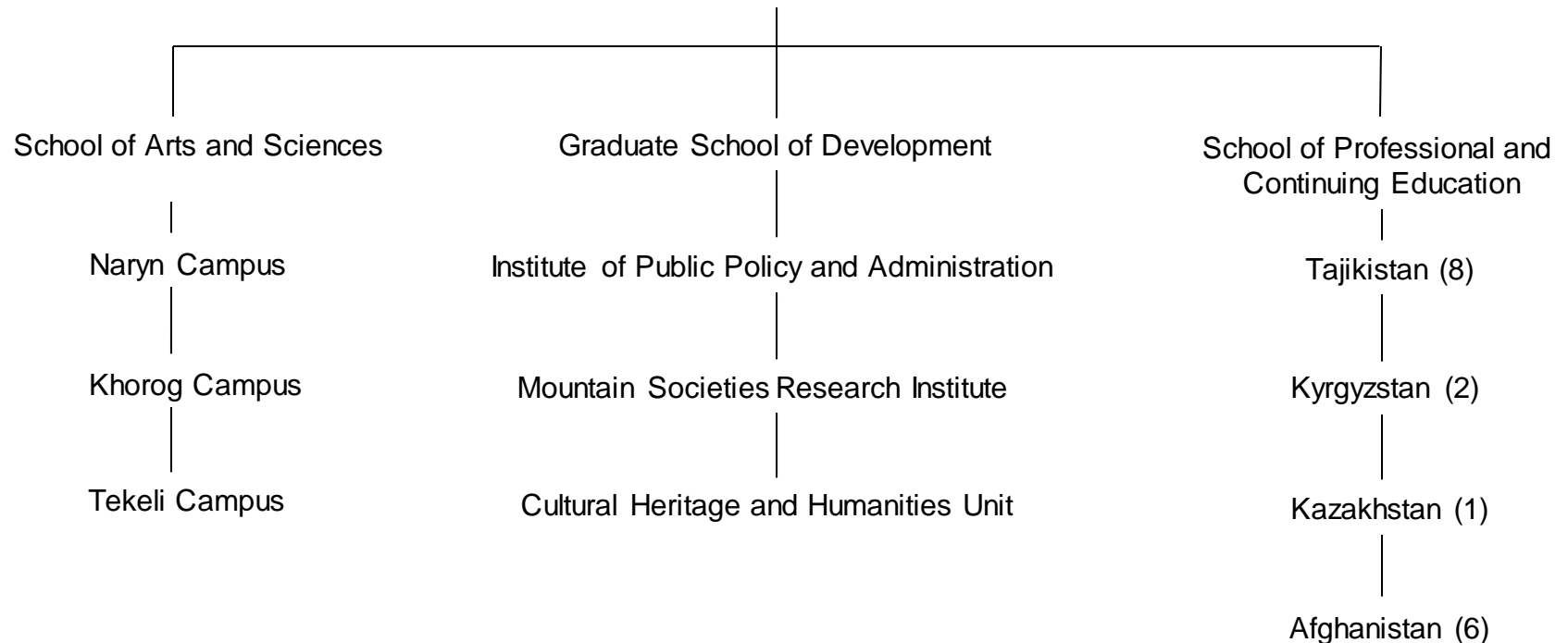


- Founded in 2000 under International Treaty between Governments of Tajikistan, Kyrgyz Republic, Kazakhstan and Ismaili Imamat and registered with UN
- **Secular, autonomous, not-for-profit, institution**
- First regional university, with campuses in three States, a range of programmes in Central Asia and Afghanistan

One University – Three Schools



UNIVERSITY OF CENTRAL ASIA





School of Arts & Sciences



School of Arts and Sciences



Naryn, Kyrgyzstan



Communications & Media, BA



Computer Science, BSc



Khorog, Tajikistan



Global Economics, BA



Earth & Environmental Sciences, BSc



Tekeli, Kazakhstan



Business & Management, BA

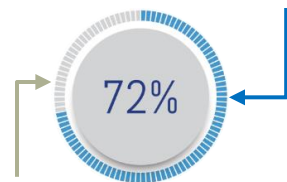


Engineering Sciences, BSc



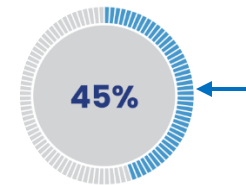
123 Graduates

Small Town and Rural Areas



28% - Urban Centers

186 students in Naryn, in 2022



82 students (45%) from Kg

UCA's School of Professional and Continuing Education



Khorog



Naryn



Tekeli

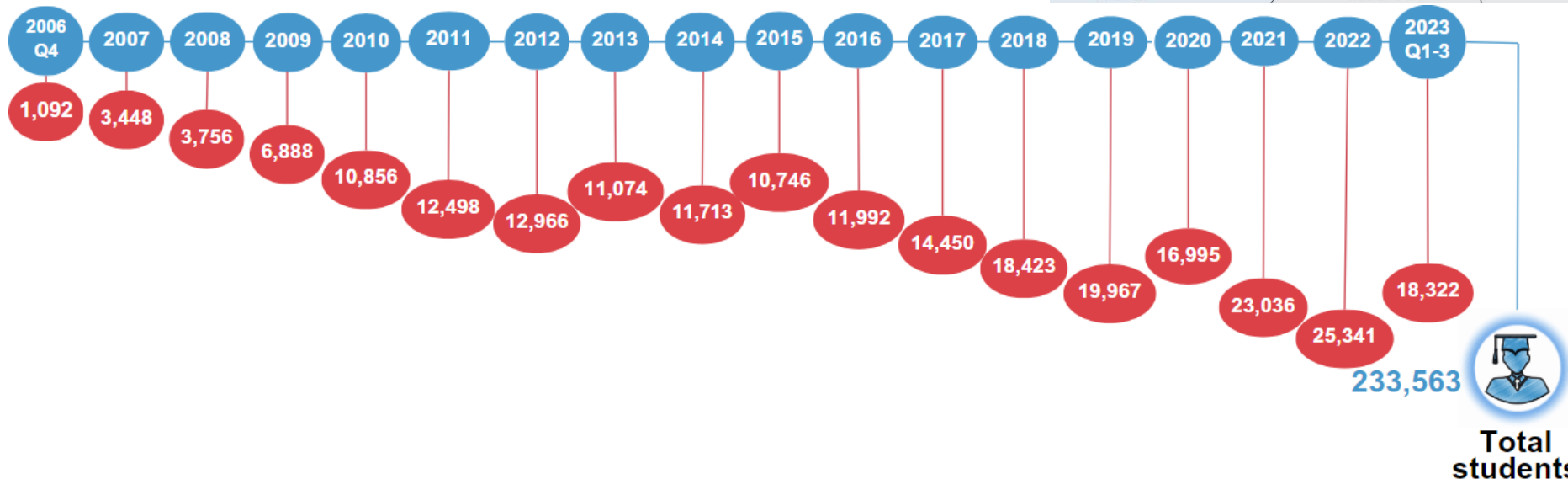
Operational since **2006**, the School of Professional and Continuing Education (SPCE) is designed to serve the immediate needs of the communities where the campuses are being built and fulfils UCA's approach to reach the broadest spectrum of learners possible.

Background and Context

Addressing *immediate* needs of young people and adults for:



SPCE graduates from 2006 - 2023 Q3



SPCE at a Glance...

218 Full-time staff



202 Part-time instructors and experts employed



400 Textbooks published since 2006



595 Modules across 60 programmes and courses in 9 areas of study



SPCE Location & Expansion Plan



New Centres

- Kulob, Tj
- Taldykorgan, Kz

New LCs Study:

- Talas, Kg
- Osh, Kg
- Baitik, Kg
- Danghara, Tj,

New Satellites study:

- Bishkek, Kg
- Kabul, Af

SPCE Programmes

Accounting	Accounting Technology, Cashier, Certified Accounting Practitioner, Certified International Professional Accountant
Applied languages	English, Business English, Academic English, English for Health, Conversational German, French, Chinese, Dari, Business Russian
Entrepreneurship and Small Business Development	Entrepreneurship, Management of Small Businesses using Least-Cost Technologies, Social Entrepreneurship, Women's Entrepreneurship
Information Technology (IT)	International Computer Driving License (ICDL) Multi-Level Courses
Public Administration	Local Economic and Community Development, IT for Civil Servants
Preparatory Programme	Mental Math, Academic Achievement Programme, National University Entrance Exams Preparation, Post-Graduate Preparation Programme
Technical & Vocational Education	Apprenticeship-based model Auto-Mechanics, Plumbing, Metalworking, Carpentry, Electrician, Mobile Telephone Repair
Executive Programme	Agribusiness, Tourism, IT
Tourism	Mountain Tour Operator, Guide Training
Community Outreach: Teaching mathematics, IT, and English in remote villages.	

Authorised Registered Centres



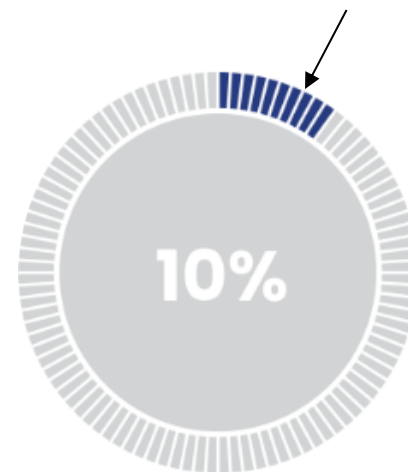
Authorised Exam Centre



Status of online shopping in Central Asia

Country	Shop Online (% of population)	Shop Online (% of internet users)
Kazakhstan	24 %	28%
Kyrgyz Republic	6%	8%
Tajikistan	10%	27%
Turkmenistan	3%	6%
Uzbekistan	2%	
Afghanistan	0.5	1 %

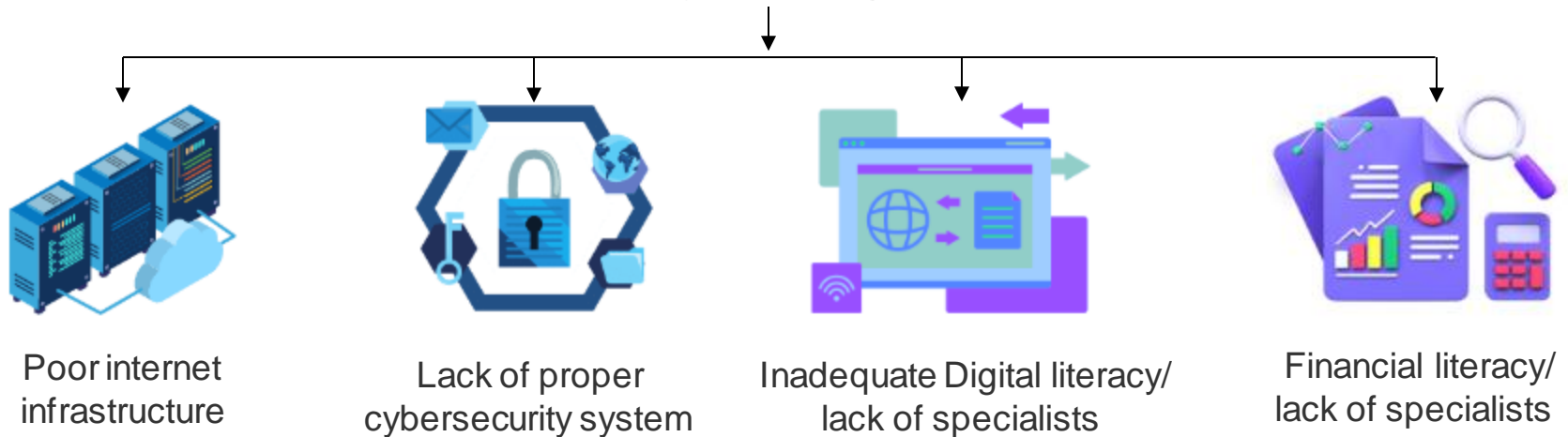
In 2019, <10% of the population the Kyrgyz Republic and Uzbekistan shopped online.



(Findings of ADB and CAREC Institute study on online shopping)

Challenges to boost e-commerce in Central Asia

Key challenges



Regional cooperation can help to **create a robust e-commerce economy, drive economic growth, create jobs for underrepresented groups, and ensure continuity of services** even amid disruptions like the COVID-19 pandemic.

(Findings of Joint study by ADB and the CAREC Institute)

Ways to Boost e-Commerce in Central Asia



Improve internet infrastructure to expand access and lower costs



Enhance cybersecurity and increase digital and financial literacy



Upgrade payment systems to make online transactions easier



Make delivery services more reliable and less expensive.

Key Challenge- lack of digital literacy

Evidence shows **that a lack of digital literacy** is a greater obstacle to the growth of internet and e-commerce participation in the region than either affordability or internet coverage.



(Findings of Joint study by ADB and the CAREC Institute)

Institutions supporting E-Commerce Education in CA



- Cramer Project
- Community of Data Scientists in Kyrgyzstan
- IT Attractor
- Timely skills



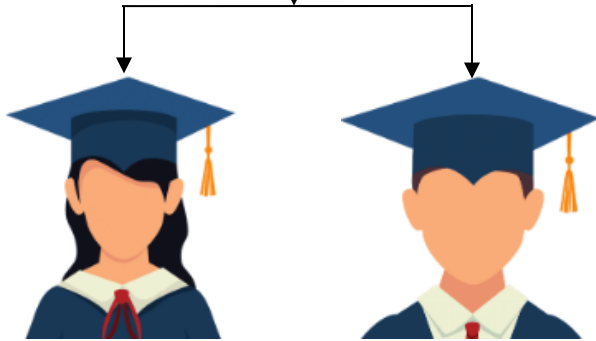
- Kazakhstan's school for e-commerce entrepreneurs
- Geek brains
- BTS Education
- Postupi.kz
- Profitschool.kz
- Enbek.kz



- Geegbrain (Geekschool)
- Alif Academy
- Khorog Tech
- Skying
- Skillbox
- IT Run
- Tajrupt
- Silk Road Professionals
- Coddy School
- Afkor Academy
- University of Central Asia

Power Bi

40 of Total Graduates



20 female grads

20 male grads

- Started recently at LC Khujand, but there is high demand
- Graduates are now working with international companies:
 - FMFB
 - Arvand bank
 - Spitamen bank
 - Eskhata bank

Power Business Intelligence (BI)

ОНЛАЙН ОБУЧЕНИЕ

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ул. Нисора Мухаммада,
61/2

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UCA УНИВЕРСИТЕТ ЦЕНТРАЛЬНОЙ АЗИИ

USAID ОТ АМЕРИКАНСКОГО НАРОДА

ФОНД АГА ХАНА

UCA УНИВЕРСИТЕТ ЦЕНТРАЛЬНОЙ АЗИИ
Школа профессионального и непрерывного образования

The graphic features a blue background with a laptop and a hand holding a magnifying glass over a document. It includes logos for USAID, the Aga Khan Foundation, and the University of Central Asia (UCA).

Cyber Security

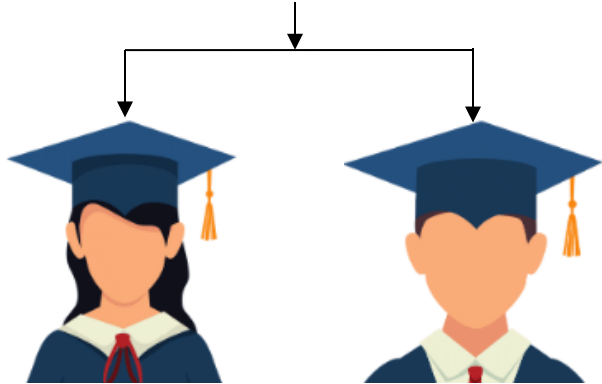


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School of Professional and Continuing Education



Worldwide Education Fund
of The Dallas Foundation

358 of Total Graduates



58 female grads

300 male grads

- 3 instructors prepared and teaching in all locations of Tajikistan
- 1 graduate successfully launched a digital marketing agency

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Language of study: *English/Russian*



SPCE Dushanbe

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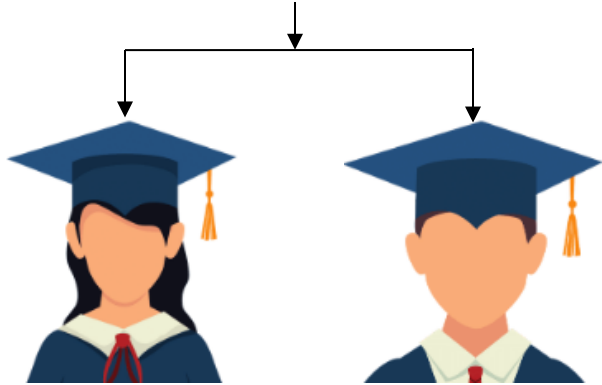


SPCE Khorog

+992 (3522) 22 277
+992 93 532 2277

ICDL

5056 of Total Graduates



2216 female grads 2840 male grads

- Over 100 of graduates receive ICDL annually
- 5 ICDL instructors prepared
- Thanks to the received certifications, over 100 ICDL graduates getting admission to international universities



ПРОЕКТ "МЕСТНОЕ ПРЕОБРАЗОВАНИЕ: НОВОЕ ПАРТНЕРСТВО В АЗИИ И АФРИКЕ"

БЕСПЛАТНОЕ ОБУЧЕНИЕ КОМПЬЮТЕРНЫЕ КУРСЫ

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возможностями здоровья

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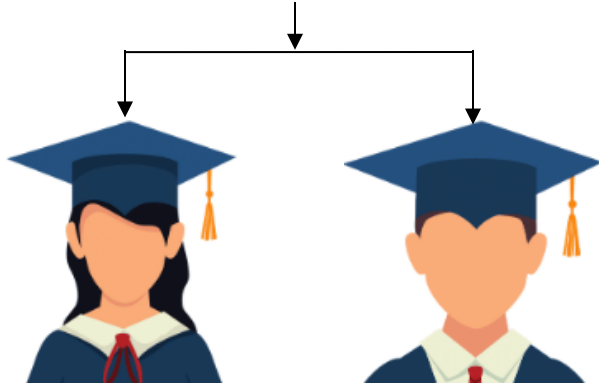
г. Душанбе

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Программа обучения стала возможной благодаря помощи американского народа, оказанной через Агентство США по международному развитию (USAID) и Фонд Ага Хана.

Python + Django

1001 of Total Graduates



366 female grads

635 male grads

- 3 instructors prepared and teaching in all locations of Tajikistan
- Majority of graduates continue their study at more advance level of courses



УНИВЕРСИТЕТ ЦЕНТРАЛЬНОЙ АЗИИ



ФОНД АГА ХАНА

ПРОЕКТ “МЕСТНОЕ ПРЕОБРАЗОВАНИЕ: ПРЕОБРАЗУЮЩЕЕ ПАРТНЕРСТВО В АЗИИ И АФРИКЕ”

ОТКРЫТ НАБОР НА КУРС ПРОГРАММИРОВАНИЕ



для разработки
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Учебный центр ШПНО УЦА,
г. Душанбе, пр-т Дружбы Народов, 47А

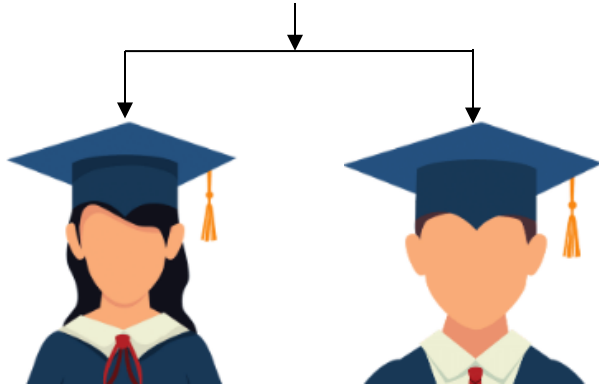


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Python Programming

335 of Total Graduates



167 female grads

168 male grads

- 3 instructors prepared and teaching in all locations of Tajikistan
- Most of the graduates are moving to the next level of python course



УНИВЕРСИТЕТ ЦЕНТРАЛЬНОЙ АЗИИ



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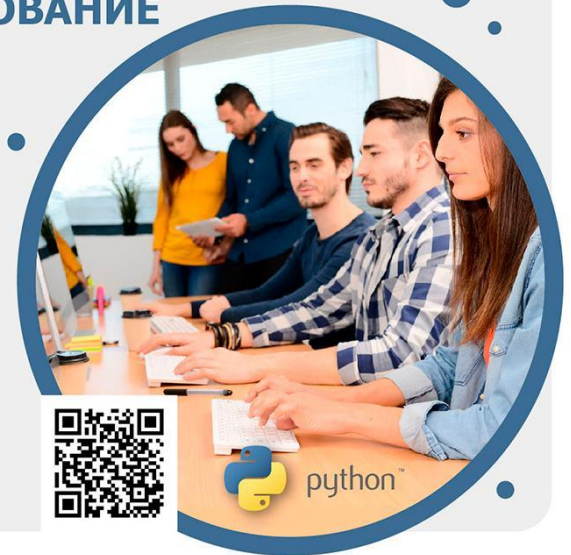
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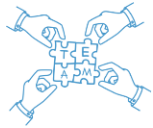


📍 Учебный центр ШПНО УЦА,
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Recommendations for improving e-commerce education



Establishing working group within CAREC countries



Research the e-commerce labor market



Identify the key professions required for e-commerce



Select the key educational institutions on e-commerce



Develop & adapt curriculum, learning resources



Arrange Internship/apprenticeship -based courses & programmes



Certification recognized by CAREC



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Thank you for your attention!