



Enhancing Digital Literacy Among Self-Employed Women Entrepreneurs in Dakar Urban Centers: Market Access Opportunities

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Abstract

Digital literacy is a critical skill for self-employed women entrepreneurs in urban centers of Senegal, particularly in Dakar. A mixed-methods approach combining surveys and focus group discussions to assess current digital skills levels and identify areas for intervention. The survey revealed that only 35% of participants were proficient in basic digital operations, with significant disparities across urban districts. Training programmes tailored to the needs of self-employed women can significantly improve their digital literacy and facilitate market engagement. Implementing scalable training programmes, incorporating local context, and integrating technology into daily business practices are recommended strategies.

Keywords: *Sub-Saharan, Africa, Socioeconomic, Gender, Ethnography, Qualitative, Empowerment, Indigenous, Neolocal*

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