

Tu Negocio en Línea — Colombia's MinTIC E-Commerce Enablement Programme for MSMEs and Rural Producers

City Innovation Library · Good practice · Colombia

Quality score: 57/100

Evidence strength: Descriptive / self-reported

Summary

MinTIC's 'Tu Negocio en Línea' has given free e-commerce websites and training to over 10,700 Colombian merchants and rural producers since 2021, reaching all 32 departments; the 2026 cycle adds 9,053 places prioritising post-conflict municipalities.

Key dimensions

Dimension	Score
Evidence of impact / measured results	1/3
Transferability / demonstrated replication	1/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	3/3
Multi-stakeholder collaboration	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-07

[Ministerio de Tecnologías de la Información y las Comunicaciones \(MinTIC\) with Findeter](#) — accessed 2026-08-07

[MinTIC – Tu Negocio en Línea 2026 announcement](#) — accessed 2026-08-07

[MinTIC – 2024 cycle announcement](#) — accessed 2026-08-07

[Ámbito Jurídico coverage](#) — accessed 2026-08-07

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