



Digital Empowerment Foundation's Gender Equality & Digital (GED) Strategy

*AN APPROACH IN GENDER INEQUALITY MITIGATION
IN AND THROUGH TECHNOLOGY*

Why the GED Strategy?

Women are equal representation and force in this world; Due to historical, social, cultural, political, economic reasons, the equal space of women in society have been in and under subjugation in the garb of natural / physiological limitations;

The industrial, technological and now the digital revolutions have seen the men force in overwhelming power and drive to determine a new social, political, cultural and economic narrative and accentuate the existing gender divide / inequality paradigm;

Recognising and empowering the women as equal force and participant in technology led changes, development and empowerment strategies in sectors of development can be a game changer in fighting the twin challenges of – development divide and gender divide.

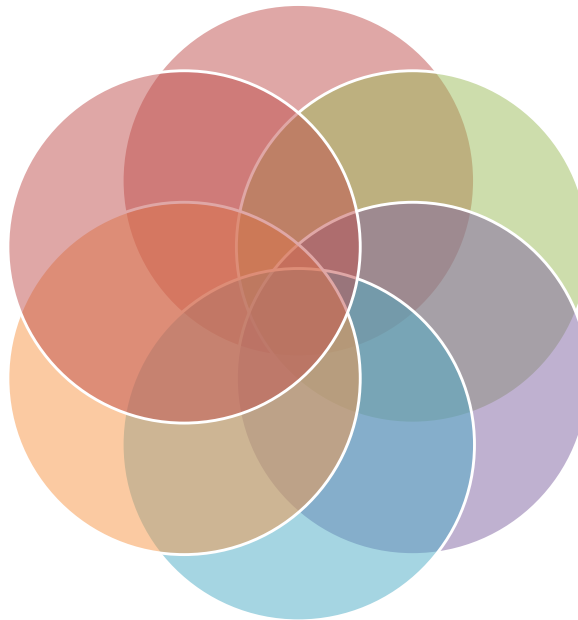
Objective

- 1. Bridge the gender digital divide:** Increase access to technology and the internet for women and girls, especially in rural and underserved areas.
- 2. Empower women and girls with digital skills:** Provide training in basic computer literacy, coding, digital marketing, and other relevant skills for education, employment, and entrepreneurship.
- 3. Promote women's leadership in the digital sector:** Create mentorship programs, networking opportunities, and showcase successful women role models.
- 4. Address online gender-based violence:** Create safe online spaces, educate about digital rights, and collaborate to combat online harassment.
- 5. Leverage technology for women's empowerment:** Develop digital platforms for women's needs, increase financial inclusion, and improve access to health and education.

Guiding principles

Collaboration: Partner with government, civil society, and the private sector to create a sustainable ecosystem for gender equality in the digital realm.

Leadership: Promote women's leadership in the digital sector through mentorship, networking, and advocacy for inclusive policies.



Inclusivity: Ensure equal access and participation for women and girls from all backgrounds, particularly marginalized communities.

Empowerment: Build digital skills and confidence among women and girls, enabling them to leverage technology for personal and professional growth.

Safety: Create safe online spaces and address online gender-based violence through awareness, education, and support.

THE GED CHANGE ELEMENTS

Gender Equality & Digital Empowerment

- Access to Digital
- Access to information, opportunities
- Access to Skills, capacities to avail and benefit
- Access to resources and opportunities
- Access to market and linkages
- Access to finance and resources

Key Areas in GED Strategy

1. Women in Digital & Financial Inclusion (WDFI)

- i. Information and digital literacy of girls and women in access to opportunities and benefits;
- ii. Financial literacy & Financial Digital Literacy (FDL) in financial identify, better, safe, secured transactions and access online financial benefits including DBT;



2. Women as ICT Change Agents (WICTA)

- i. Local and community women identified, trained as community ICT change agents in serving information, communication needs;
- ii. WICTA women addressing digital, information divides of fellow women and community.



3. Women in Information and Digital Entrepreneurship (WIDE)

- i. Women Wireless Entrepreneurs (WWE) – Sochnapreneurs
- ii. Community women as rural information entrepreneurs serving community information, entitlement and services needs with one stop centre solution and door to door services;
- iii. Sochnapreneurs as rural market sales agent



4. Community Based Approach for Women Empowerment (CAWE)

- i. Women Information Resource Centres (WIRCs)
- ii. Women SHG / Cooperative collective coming together to set up and run WIRCs to serve information, entitlements, public scheme programme, counseling, gender issues and solutions; training and skilling;



5. Women in Cluster Development (WCD)

- i. Handloom clusters and women weavers skilled and trained in digital design, product development, packaging, marketing and online commerce
- ii. Local women weavers as product market intermediaries (models)
- iii. Digitisation empowering weavers and clusters



Technology Empowering Girls (TeG)

An initiative by the Government of Telangana and NASSCOM Foundation, with implementation of Digital Empowerment Foundation (DEF) to empower women in technology through training.

COURSE MODULES:

- Basics of Computers
- Documentation Tools
- Internet and Information Access
- Social Media for Change
- Technology for Employment
- Capacity Building

COURSE DURATION

42 HOURS

FIRST BATCH TO START ON 08 MARCH





**Report: Digital Empowerment Foundation
EDGE Foundation Phase**

June 2017



UN SDG Goal 5: Achieve gender equality and empower all women and girls

GENDER EQUALITY IS NOT ONLY A FUNDAMENTAL HUMAN RIGHT, BUT A NECESSARY FOUNDATION FOR A PEACEFUL, PROSPEROUS AND SUSTAINABLE WORLD.

5.1 End all forms of discrimination against all women and girls everywhere

5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

5.A Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

5.B Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

5.C Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

