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# ICTs for women's empowerment – Learning from best practices

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## Overview

- Background
- Case studies from various sectors
- Conclusions



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## Case Study 1: *Dareecha*: A project of National University of Computer and Emerging Sciences

### *Objectives*

- ICT literacy for rural school students
- Training on content access, communication and content generation



### *Target Group*

- rural school students

Image: <http://www.cru1p.org/dareecha/>



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*Dareecha cont.*

*Coverage*

- 10 schools in Sargodha

*The process*

- Selected school on the basis of Secure room for lab, electricity, adequate wiring, internet connectivity
- Two teachers/school
- Lab establishment at school
- Inter-school web development competition



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*Dareecha cont.*

*Milestones*

web sites developed by female students

- Perceived role of women

<http://cru1p.org/dareecha/StudentWebPages/Malwala-Girls/hajra%20,%20muqadas/index.html>

- Domestic violence:

<http://cru1p.org/dareecha/StudentWebPages/Kudlathi%20web%20pages/sofia,saira/index.html>



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## Case Study 2: Remote Patient Monitoring System with focus on Antenatal Care

### *Objectives*

- enable an efficient health infrastructure by exploring advanced scientific and telemedicine techniques

### *Focus*

- artificial intelligence, datamining, large databases, intelligent user interfaces and sensor instrumentation



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## Case Study 3: E marketing by KADO

### *Objectives*

- to improve people's lives through e-marketing of hand made and embroidered products

### *Target Group*

- disadvantaged people



Image: <http://www.digits4change.net/weaving.html>



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## Case Study 4: NCHD: Community Technology Learning Centers (CTLC)

### *Objectives*

- impart basic computer skills
- inoculate life skills while engaging the learners in various Activities



### *Target Group*

- local women residents
- between the age of 16-40
- At least 10 years of Education



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## CTLC cont.

### *Coverage*

- 14 CTLC in four provinces
- 8 in earthquake hit areas

### *The process*

- fee waived off for deserving candidates
- 3-4 months sessions/year
- Graduates, further trained in the data bases & data entry





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CTLC cont.

### *Opportunities*

- Learners employed in data entry of Universal Primary Education Project & Local government's projects
- Confidence
- essential income generation



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CTLC cont.

## *Milestones*

- 2638 underserved female successfully completed ICT training
- 307 successful graduates got ICT related jobs, 93 graduates already working, got increments in their salaries
- 235 engaged in data entry of Universal Primary Education



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## Case Study 5: Visual Anthropology—Woman to Woman Video Project

### *Objectives*

- film interviews ‘to camera’ based on open questions
- Track through the house to see the ordered use of space, relative access of male and female within households, proximity of pollutant latrines to household wells & placement of water taps, drains & latrines to household wells

### *Target Group*

- Non literate rural women in NWFP



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## Woman to Woman Video Project cont.

### *Coverage*

- Keshki village (near Peshawar)





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## Woman to Woman Video Project cont.

### *The process*

- 3 videos shot
- 1<sup>st</sup> video-exemplary household, woman using filtered water & washing the hands with soap
- 2<sup>nd</sup> video-a servant girl, washing pots & pans from running water using ash & not soap
- 3<sup>rd</sup> video-revealing water taps placed close to latrines
- Videos played back to 50 women



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## Woman to Woman Video Project cont.

### *Opportunities*

- visual access to houses, never visited before due to clan disputes & class differences
- Increased interest of women engaged in filming, during return visit of project team



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## Woman to Woman Video Project cont.

### *Challenges*

- Women reluctant to show their videos to public health engineers & male project staff
- No meaningful intervention without sensitizing the decision makers



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## Woman to Woman Video Project cont.

### *No Fault Videos - A part solution*

- Filmed elderly women- able to lift burqa & interact more freely
- More influential as mother in law & mothers of sons
- Condemnatory tone to daughter in laws admonishing about the wastage of water



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## Woman to Woman Video Project cont.

### *Opportunities*

- Project officials & gov. functionaries introduced Participatory Rural appraisal
- An action plan drawn
- Excellent opportunity for illiterate & marginalized segment of society to communicate their views to policy makers



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## Case study 6: Internews project on *Meri Awaz Suno*

### *Objectives*

- To highlight issues on sexual harassment in the workplace, child labor, HIV/AIDS, family planning, prostitution, and women in politics

### *Target Group*

- diverse national audience



Image: <http://www.internews.org.pk/projects/womeninmedia.php>



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## Internews project cont.



### *The process*

- Female journalists, able to work as researchers, reporters, presenters and editors
- produced over 100 radio programs
- 100 fifteen-minute programs for distribution to the nation's FM stations.

Image:<http://www.internews.org.pk/projects/womeninmedia.php>



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## Conclusions

- Information inequality
- Need to understand and transform the technology to people's needs
- Information versus knowledge
- Usage of ICTs - structure of power in the world.
- Political will and understanding of gender issues in the ICTs arena.



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## Policy recommendations

- legal safeguards for ppp models, in IT policy
- Government's support for replication of projects on women empowerment through ICTs



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Thank you !