

*ICT Innovation for Poverty Reduction: What Experiences
Say*

**UNESCO-Datamation Foundation Cross-Cutting
Project ICT for Poverty Reduction for the
disadvantaged women of Seelampur-Zaffrabad
ghetto, North East Delhi**

Presentation at :

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By

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Women : The New Bread Winners

- “Whether a women wants it or not, the man must control the money and if she refuses she is in danger of being retrenched (sent away from home)”.

Unemployed woman from Uganda, 1998

- “Where there are jobs, they tend to go to men, not to women”.

Woman from Mexico, 1995

- “Rather than suffering from poverty, we should better go sweep up the garbage in other peoples houses.”

Woman from India, 1987

Work is unequally distributed for the women over all sectors of the economy—Non-modern sector, Informal and modern sector and Information sector

Voices of the Poor Can Anyone Hear Us?

Deepa Narayan, The World Bank

“Poor people’s own view of poverty focuses in large parts on the lack of power, voice and independence that subjects them to exploitation and reinforces their inability to affect changes to their situation. Based in the realities of poor people, strategies to reduce poverty must build grassroots capacity to organize work, towards changing social norms and support social movements, innovation and leadership”.

Datamation Foundation attempts to examine Gender issue in “totality” in the context of “urban/rural” poverty and exploitation. A series of Information and Communication Technologies (ICT) interventions targeted towards combating Family Violence, Pre-Birth Elimination of the Female Foetus, Anti-Female Slavery and Anti-Trafikking, Economic empowerment of the women and youth have been designed and are being implemented.

As a civil society organization we try to link three sectors of the economy for enabling women and youth to benefit by e-Learning. .

Applying ICTs for e-Learning and Economic Empowerment of Women

The drop out rate of girl child is very high from pre-primary to secondary stages. These barriers and discriminatory practices continue even in the higher education as well as in the work place. Even though women's participation in the large informal labor force ranges from 40-60% in various parts of India; the informal sector is legally unregulated and untaxed. The sector is also laden with risk because informal sector workers are frequently exploited, abused, asked to engage in physically demanding and dangerous jobs.

who become too conflictive and propelling those with stamina and resources in entrepreneurship”

Castellar and Portes, 1998

Putting ICTs in the hands of the Minority Women of Seelampur-Zaffrabad, North-East Delhi

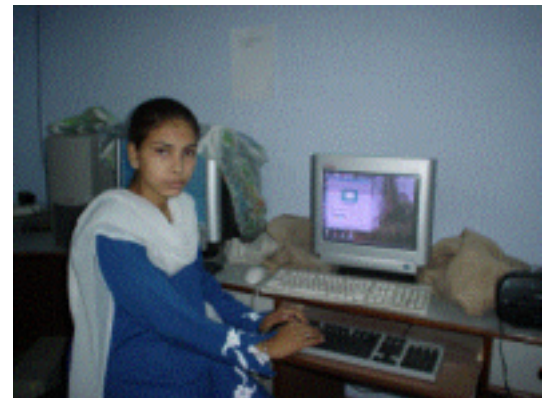
Central Strategy :

- Promotion of education and empowerment through communication. Assess impact of ICTs on the overall integration of the minority women outside the “ghetto”
- Localize appropriate communication and information networks with the help of e-Learning.
- Link resource poor to information and tools for knowledge management and life long learning.
- Link ICT's for establishing market and business linkages towards eradication of absolute poverty. Endeavor has been to enable women to set up ICT enabled micro-enterprises.

ICTs for e-Learning and economic empowerment of the disadvantaged women

Key areas of Investigation :

- Grassroots relationship between poverty, people and technologies.
- Information, communication needs and environment of the poor. Role of Technologies in bridging gaps??
- Barrier faced by the disadvantaged minority women in accessing and applying technology.
- Effectiveness and sustainability of new solutions such as marketing linkages.



Seelampur Community ICT Center

- ICT Center was set up in March 2003 at the Babool-Ulm-Madarsa, Seelampur, North East Delhi.
- Community based mobilization drive for enrolments.
- Coupon system for paying token amount introduced for the beneficiaries availing e-Learning and other services.



Localized content for e-Learning supported with practical instruction

- More than 50 vocational and income-generation, skills enrichment modules have been developed. Few of them include:

Candle Making



Mehndi



Handbag



Tailoring



Phenyle



Soft Toys



REALIZING ABOVE

DATAMATION FOUNDATION EMBARKED UPON AN AMBITIOUS PLAN OF DEVELOPING VOCATIONAL SKILLS BY SEEKING INPUT FROM VOCATIONAL INSTITUTIONS, POLYTECHNICS, PRIVATE TRADE AND SUBJECT MATTER EXPERTS IN :

>EMBROIDERY

**LIQUID SOAP MAKING
BAG MAKING**

FOOD PRESERVATION

BEAUTIFUL MAKE-UP

FOOD PACKAGING

WALK MAKING

BOOK BINDING

LEATHER ACCESSORIES

FOOD PROCESSING

BROODTRY AND FISH FARMING

RADIO, HOME APPLIANCES REPAIR

ROOFING TILES/FLOORING TILES

BICYCLE REPAIR

BASKET WEAVING

PAPER BAG MAKING

MANAGING Tiffin CENTER

TAILORING-BASIC

COOKERY- NEW CUISINES

DRESS MAKING

STATIONARY ITEMS

AGGARBATI

HOME FURNISHING

BEE FARMING

MANAGING A SWEETS SHOP

TRACTOR REPAIR

BOOK KEEPING/ACCNTG.

>BEAUTICIAN

SIGNIFICANTLY VOCATIONAL SKILLS CONSTITUTE ONE PART OF TRAINING- – MAJOR FOCUS IS ON EMPOWERMENT , PERSONALITY DEVELOPMENT & CONFIDENCE BUILDING, LIFE-SKILLS & HEALTH—PRE-NATAL/POST-NATAL CARE, NUTRITION, BASIC REMEDIES, TB, HIV/AIDS, DENGUE/MALARIA

THESE MATERIALS HAVE BEEN DEPLOYED IN DATAMATION FOUNDATION'S ICT CENTERS APART FROM OTHER SITES— GYAN SANCHAR, TARAHAAAT, RASI, CHANGE INITIATIVES, SITA

ADEQUATE BACKING OF TRAINED COUNSELORS / FACILITATORS FOR USING INFORMATION AND TRAINING MATERIALS FOR INCOME GENERATION

ICT- MATERIALS DEPLOYED VIA ALTERNATE CHANNELS INTERNET, CABLE TV & WIRELESS

FORMATION OF SELF-HELP GROUPS. INTERFACE WITH ADMIN & LOCAL GOVTS FOR GAINING ACCESS TO CREDIT.

Integrated e-Learning

- Integrated focus on life skills, empowerment—women's rights at home and at the workplace, health care—common remedies, life skills, Yoga and meditation; for which multi-media modules have been developed.

Health



Nikah निकाह





टी. बी.



(क्षय रोग)

स्रोत:— "पहुँच" (परिकल्पना एवं प्रलेखन - कमोडोर लोकेश के बत्रा, भारतीय नौसेना)

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स्तन कैंसर और निदान
विश्व स्वास्थ्य संगठन एवं
एनसीआई कैंसर रोकथाम के
एनसीआई कैंसर रोकथाम के
एनसीआई कैंसर रोकथाम के
एनसीआई कैंसर रोकथाम के



स्तन कैंसर

निम्न अवस्थाओं में स्तन कैंसर होने की संभावना अधिक होती है। महिलाएँ जिसकी माँ, मौसी, बहन, नाणी आदि में किसी को स्तन कैंसर हो चुका हो। महिलाएँ जिनके एक स्तन में कैंसर हो चुका हो तो दूसरे स्तन में भी कैंसर हो सकता है। महिलाएँ जिनके प्रथम संतान तीस वर्ष के बाद हुई हो निःसंतान महिलाएँ। महिलाएँ रजोधर्म बारह वर्ष से कम आयु में प्रारंभ हुआ हो व रजोनिवृत्ति (भासिक धर्म बन्द) पचास वर्ष की आयु के बाद हो।



शिशु संबंधी जानकारीयाँ

स्रोत - 'शिशु' परिवार-सुख-संरक्षण - भारतीय संसदीय न. एवं. आयोग की वेबसाइट



जन्म का समय

सुरक्षित मातृत्व

देखभाल

स्तनपान

शिशु वृद्धि

प्रतिरक्षण

स्वस्थ की जानकारी प्राप्त करना अब सर परिवारों का एक अधिकार है। देश के समुदाय बताते हैं कि नयी जानकारी को अनेक-विध-समीच ज्ञान प्राप्त कर मा-पुत्रसंरक्षक ही परिवारों एवं समुदायों एवं समुदायों को स्वास्थ्य के बारे में नये ज्ञान में लेता किया जा सकता है और उन्हे सही-सही बनाया जा सकता है। इतिहास-पुस्तक का यह संक इस उन्हे सिद्ध है, जो कि हमारे समाज में जीवन के समुदायों को प्रभावित या निर्देशित करते हैं। यह हम सबके लिए संसार की एक-सामकालिक चुनौती के रूप में प्रस्तुत है यह मातृ एवं बाल स्वास्थ्य देखभाल के बारे में ज्ञान की बुनियादी-पारिस्थितिक-जवाबदारी को एक साथ प्रस्तुत करता है। इस उन्हे, इस उन्हे में ही नयी-जानकारी-पारिस्थितिक-स्वास्थ्य की देखभाल की तरफ बढ़ता-कदम-हाकिल करने में मददगार बननी।



गर्भावस्था



गर्भावस्था के माह



गर्भवती महिलाएँ
(आहार व तंदुरुस्ती)



गर्भावस्था के दौरान होने
वाली सामान्य दिक्कते



नारी के कानूनी अधिकार

भाग-1

भाग-2

भाग-3



महिलाओं की सेहत से जुड़े कानून सहूलियत या सजा ?

कामगार महिलाओं के अधिकार और विशेष सुविधाएं

पुलिस से संबंधित अधिकार और कानून

नवजात शिशु व उनकी देखभाल



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स्वास्थ्य

ही



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स्रोत— "परिपूर्व" (परिकल्पना एवं प्रलेखन - कर्नामोर लोकेश के द्वारा, भारतीय तीरथना)

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Charitable Trust

Bicycle Repair > Bicycle Repair Business

- ▶ Introduction
- ▶ **Bicycle Repair Business**
- ▶ Bicycle Parts & Repair Equipment
- ▶ Basic Bicycle Knowledge
- ▶ Conclusion
- ▶ Quiz



next ▶

- ▶ भूमिका
- ▶ सामग्री
- ▶ प्रोसेस
- ▶ सावधानी
- ▶ पैकिंग
- ▶ मार्किटिंग
- ▶ कुछ प्रश्न



बड़ा ही कठिन लग्य आ गया
महंगाई आलमान छू रही है। इत
कम पैसो मे गुजारा करना बड़ा
मुशकिल हो गया है।



Book Binding & Lamination > Training & Tools

- ▶ Introduction
- ▶ **Training & Tools**
- ▶ Process
- ▶ Types of Binding
- ▶ Lamination
- ▶ Quiz

It is a very simple matter to enumerate the different steps through which a book passes.



- Implementing Ethnographic Action Research framework for ensuring social inclusions under guidance of London School Of Economics and CIRAC Queensland University Of Technology.



Local Community Browser

- Implementing eNRICH, a web-based solution for community knowledge management – for the local needs of the Seelampur Community and local content in Hindi. eNRICH has opened new avenues for



Accomplishments so far

- Participative process in content development for enhancing vocational skills. Community has been involved in establishing its own production, marketing and micro-credit network.
- Building horizontal linkages and reinforcing collaboration at the local level.
- Increasing the organizing capacity of the minority women by setting up of Self-Help Groups (SHGs) and other “socio-religious” groups .
- Designed www.seelampurmart.org for showcasing products and services locally made.
- Commenced the process of linking beneficiaries with buyers of products and services.
- Finalized marketing and promotion plans with Dillahaat, Export Houses, Trading and Buying Houses, Retailers, Restaurants and Hotel Chains, Beauty Parlors and Wholesalers.

ICTs modernize designs in ready-to wear apparels, home furnishings and accessories



Designs made from CorelDraw, CorelDrawings and PhotoShop are printed on the fabrics.



Computer-Aided Design (CAD) tools enable design innovation and modernization



Women artisans use ICT enabled Design tools and other softwares from Community Multi-Media Centres (CMCs) which are expected to scale to 30 in next one year.



Till date, more than 1000 women artisans have benefited from innovative design tools



Forward and Backward Market Linkages are facilitated by holding buyer-seller meetings, exhibitions and web marketing



Attempts have been made to enhance the earnings of the artisans by enhancing the value chain of merchandising and offerings



Integration with health and education interventions enabled by ICTs



ICTs modernize designs in ready-to wear apparels, home furnishings and accessories



Over 10,000 women expected to benefit over next two years with support from UNESCO, World Bank, Microsoft and Govt. of India



Accomplishments so far

- Facilitating access of information from the Government websites / skills development websites.
- Integrating information sources with the Local Browser.
- Exhibiting CDs on the Cable Network of Seelampur.
- Delivered e-Learning to over 3000 women from Seelampur-Zaffrabad area.



Early Conclusions: E-Learning and Economic empowerment of the disadvantaged women – Can ICTs be enablers?

- ICT's can support e-Learning and informal sector of the economy even amongst disadvantaged women.
- ICT's can be deployed amongst minority women, most vulnerable to social and religious pressures.
- Formal educational background is not a barrier for women to access ICT's suitable for their need.
- Innovative solutions and new applications of technology truly empower the poor with tools to change their circumstances.
- There are no other cost-effective, replicable and scalable models for the skills development process.
- Marketing and business linkages can be forced with the help of ICT's.



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Customer's Order Form

Customer Name

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Address 2

City

Pin Code

Item Description

Quantity

E-mail

Phone No



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C002



C003



C004



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