Microsoft Azure

Women's Hackathon 2022

Team Code-Smokers presents,

Unveil

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PROBLEM STATEMENT

Of the 135 crore population of India, 65.13 per cent lives in rural setups, and women constitute 48% of the total population. Though access to education has improved, those who are more educated remain unemployed due to the unavailability of formal jobs and low wages. And not to our surprise, the impacts of COVID-19 are adverse for rural women and girls.

The primary outcome of this project will be not only to device tech-based solutions to make education accessible to rural women but also to build solutions to enable women's economic freedom.

THE PROBLEM – A DARKER NARRATIVE

- An adequate population of rural women has no financial independence
- They are talented but not harnessing their talent
- Generation gap
- Lack of awareness
- Lack of support(Family, society, under confidence, early marriage, incomplete or under-reliable methods of education)
- Lack of role-models
- Regional Language barrier
- Hygiene and lack of menstrual awareness

In the following few slides, we will highlight the significant concerns we tried to address in our prototype. Our solution primarily focuses on eradicating the subsequent problems through its various features.

1. TALENT GOES UNRECOGNIZED

- India accounts for the leading exporter of handicrafts. The total number of rural artisans is 68.86 lacs, out of which only 38.61 lacs are women.
- This means 56.13% of artisans are women. But they are not recognized. This talent could be sold better.
- Additionally, more people and communities can be educated with their help if efficiently channelized. Thus, expanding this market.

The Unveil way:

- The platform can be used as a <u>pedagogy repository</u> where women earn money by launching their courses or uploading videotapes to share their aptitudes in handicrafts, cuisine, linguistics, etc.
- The forum also supports "<u>live-connect</u>" for the teaching-learning process requiring live demonstration
- Women can develop skills of their interests which further help them to monetize this.

2. PARTICIPATION OF MARRIED WOMEN

The participation of married women in economic activities decreases. There are several factors:

- One hypothesis is that rural women's time may be relatively more valuable in-home production even with more education and fewer children. This could be because women are objectively more productive at home with higher levels of education or because men or women's preferences for home relative to market work change with more education.
- Women with multiple children in rural areas usually find it challenging to develop a hobby. Some might even find problems shooting a video owing to low luminance and lack of resources and time.

The 𝒰*nveil* *way:*

- Village stories: The countryside is known for its stories and narratives. Older women and women who find it difficult to contribute something to the forum via a video can use the "podcast" feature to tell stories, teach a language or something else utilizing just their vocal ability.
- The stories can be rendered in different languages for widespread appeal, even in the cities.

3. LACK OF AWARENESS

- Rural women find it challenging to connect with the community digitally.
- The rural population of women can further be categorized into different privilege strata.
- The products crafted by them do not reach the target audience efficiently.
- Lack of awareness has also led to poor hygiene and has forced menstruation and similar lady problems to be considered taboo.

The *Unveil* *way:*

- Not all rural areas are equally receptive to change. Women hailing from a more developed society can we educate women in more orthodox communities about sanitation, menstruation and women's hygiene.
- Females can teach fellow females unaware of menstrual hygiene.
- More women from the areas relatively more receptive to empowering women must presume educational roles and enlighten their fellow women in the community.
- Thus the starting point of teaching for our model will be NGOs and government organizations already working in 'more receptive towards change' zones. The knowledge and skill imparted can further seep through the lower privileged layers of society.
- This method of skill propagation will not only multiply faster but also ignite a sense of inclusion even among women who tend to be less receptive to change. The women would get role models from their community to look up to.

4. OTHER OBSTACLES

- A lot of rural women are afraid of being active digitally. They feel ashamed of posting anything over the internet.
- The primary reason for this is a lack of support from the family and society.
- The lack of role models also affects their participation ratio in such activities.
- The work of these women goes unrecognized or only reaches locally and not to a bigger audience due to not having a digital impression.

SOLUTIONS

Empowering our rural women is the key to the well-being of individuals, families and rural communities, but also the overall economic productivity of the country. We plan to devise a solution to bring all the rural women on one platform. This will allow them to:

- ***Sell products***: Rural women will be able to sell their products all over the world.
- ***Upload videos***: The rural women can upload videos and teach the areas of their expertise and show hygiene demonstrations.
- ***Podcasts***: They would also be able to post podcasts and share their piece of valuable knowledge.

TECH STACK

- HTML
- Tailwind CSS
- JavaScript React
- Azure services
- ML libraries
- Datasets from Kaggle

AZURE SERVICES

- Web hosting
- Azure Bot Services
- Transcribing
- Azure auto scale
- Live streaming

FIGMA PROTOTYPE

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NOVELTY

Through this project, we will be able to help women in rural areas to be
- Financially independent
- Confident
- Able to showcase their talent
- Learn new things in their very own regional language (and other languages too if someone else volunteers to be a teacher of linguistics, thus expanding their scope of knowledge)
- Become more aware about taking good care of menstrual hygiene and similar.
- Teach their children
- They will become each other's role models and most prominent supporters.

SCALABILITY

Scalability includes:

- *Availability*

- *Performance*

- *Manageability*

- *Maintenance*

With the help of the NGOs, **Unveil** will be able to help women across the whole country. Once the women of those areas are educated, they will be able to help other women, and this chain will go on.

SUSTAINABILITY

Sustainability comprises **the economy, society and the environment.**

- *Economy*: As **Unveil** will help in the employment of women, this will help in boosting the economy of the country.

- *Society*: As a society, it will help women become more comfortable and confident.

- *Environment*: The women from rural areas will focus on using environment friendly products or materials. This will help in reducing pollution.

- *Equality*: The women will also be the source of income in their family, and this will help to break the norms of gender-based discrimination.

PRACTICALITY

- *Regional Language*: The language **Unveil** uses is simple and can be changed according to convenience.

- *Voice Assistance*: **Unveil** has the feature of voice assistance to guidance for women who are unable to read or unable to understand a foreign language.

- *Navigation*: For new users, **Unveil** has the feature of navigation through which they will become familiar with the platform. As elucidated earlier, the initial point of contact will be organizations already deployed in rural areas to educate women. The forum does its bit in spreading the knowledge thereafter.