

IDEA PRESENTATION

# EduPower HER

Empowering Women Through Digital  
Literacy

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# Executive Summary

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## The Vision

EduPower HER envisions a world where every woman, regardless of geography or economic status, has the digital agency to shape her own future. We aim to bridge the digital gender divide by providing accessible, high-quality technical education.

## The Mission

To enhance digital literacy and educational access for women through a three-pronged approach: **Skills Training, Online Safety, and Community Access.** Our goal is to empower women to gain confidence, improve employability, and build self-reliant futures.



# The Gender Digital Divide

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Women in low- and middle-income countries are significantly being left behind in the digital revolution, creating a "missing billion" in the digital economy.

**19%**

**Less Likely**

Women are 19% less likely than men to use mobile internet in LMICs.

**310M**

**Fewer Women**

310 million fewer women use the internet compared to men globally.

**90%**

**Job Requirement**

Over 90% of jobs worldwide now require at least basic digital skills.

Source: GSMA Mobile Gender Gap Report 2024 / UNICEF



# Why the Gap Exists

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## Affordability

High cost of data and devices remains the primary barrier for women in developing regions, where they often have less financial independence.



## Lack of Skills

Lower literacy rates and a lack of targeted digital training programs leave many women unable to utilize available technology effectively.



## Safety Concerns

Fear of online harassment, fraud, and restrictive social norms often discourage women and their families from engaging with the digital world.





# The EduPower Ecosystem

A holistic, community-driven approach to digital inclusion.



# Pillar 1: Digital Skills Training

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## From Basics to Employability

Our curriculum is tiered to meet women where they are:

- ✓ **Level 1: Digital Literacy:** Smartphone basics, internet navigation, and secure messaging.
- ✓ **Level 2: Productivity:** Word processing, financial spreadsheets, and utilizing e-government services.
- ✓ **Level 3: Empowerment:** Freelancing skills, e-commerce management, and basic coding for career growth.





# Pillar 2: Online Safety & Awareness

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## Building Digital Confidence

Access is meaningless without safety. Our "Cyber-Sisters" program ensures that women feel secure and supported when they go online. We address the cultural fears that often block access.

- ✓ **Data Privacy:** Teaching women how to control who sees their information and how to manage privacy settings.
- ✓ **Harassment Counter-Measures:** Tools and reporting mechanisms to deal with online abuse effectively.
- ✓ **Fact-Checking:** Workshops on identifying misinformation, scams, and fake news to prevent financial loss.
- ✓ **Family Workshops:** Engaging spouses and parents to build a supportive home environment for digital adoption.



# Pillar 3: Access & Infrastructure

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## Bridging the Hardware Gap

We provide the physical tools necessary for learning through our **Community Tech Hubs**.

- ✓ **Digital Resource Kits:** Pre-loaded tablets with offline educational content and solar chargers for remote areas.
- ✓ **Tech Libraries:** A lending system for devices, allowing women to practice skills at home.
- ✓ **Connectivity Partners:** Collaborating with local ISPs to provide subsidized data plans for program participants.

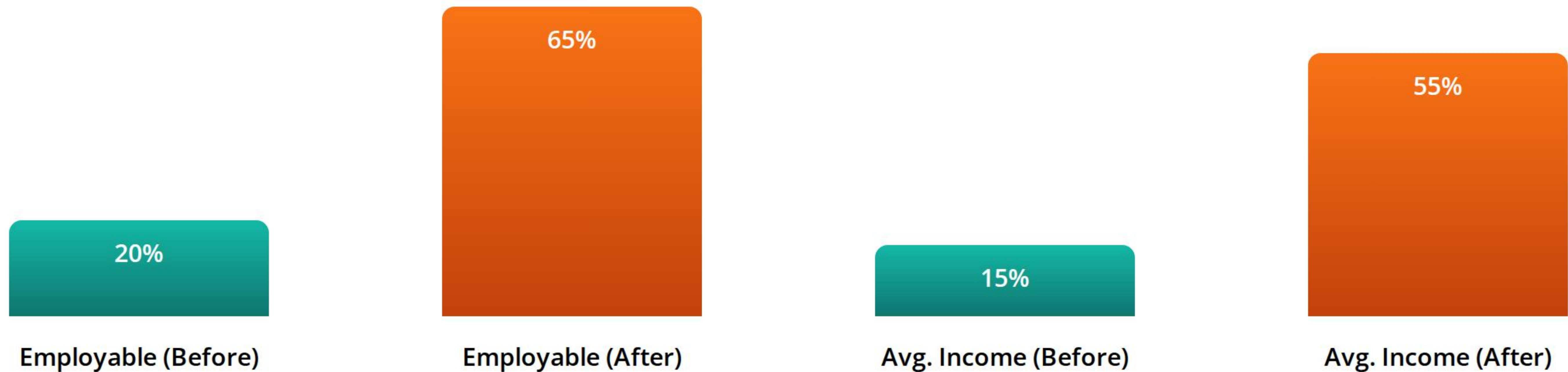




# Projected Impact: Employability

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Based on pilot data from similar initiatives (e.g., Byte Back), targeted digital skills training drastically improves economic outcomes.



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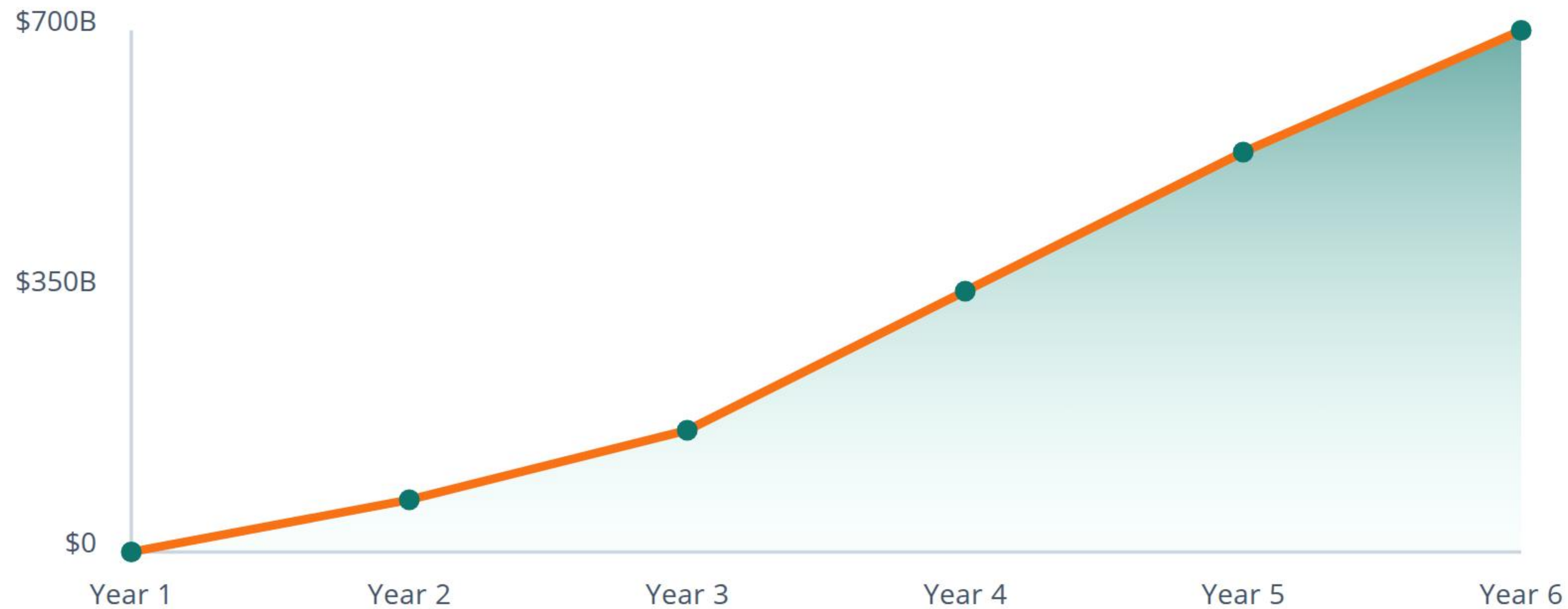
*\*Data represents projected improvements in employment eligibility and monthly income potential post-training.*



# The Economic Opportunity

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Closing the gender gap in mobile internet use and access could generate an estimated **\$700 Billion** in GDP growth over 5 years.





# Implementation Roadmap

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# Questions?

Join us in empowering the next generation of women  
leaders.

[contact@edupowerher.org](mailto:contact@edupowerher.org)



# Image Sources

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Source: [www.govtech.com](https://www.govtech.com)

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