

# SITA (India)

## Computer and Information Technology Training for Low-income Women in India

21020175- E.W.T.Dhananji



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## COMPUTER AND INFORMATION TECHNOLOGY

## TRAINING FOR LOW-INCOME WOMEN IN INDIA

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# Introduction

**SITA (India) [www.kcetu.org/sitaa/](http://www.kcetu.org/sitaa/) sitaa.html**

Project SITA (1991–2001) aimed to train 500+ low-income women in north Delhi in basic computing, addressing local job market demands. Focused on keyboard skills and Microsoft Word, it encountered challenges but adapted, leading to the establishment of MitraMandal. This case study explores SITA's goals, challenges, and enduring impact on empowering low-income women through information technology.



# INTRODUCTION

SITA (India) [www.kcetu.org/sitaa/](http://www.kcetu.org/sitaa/) sitaa.html

- Project SITA (1991–2001):
  - Trained 500+ low-income women in north Delhi.
  - Focus: Basic computing for local job market needs.
  - Skills emphasized: Keyboard and Microsoft Word.
- Challenges and Adaptations:
  - Overcame implementation challenges.
- Legacy:
  - Led to MitraMandal's establishment.
- Case Study Focus:
  - Explores SITA's impact on empowering women through IT.

# Goals

## 1. Empower Low-Income Women through Information Technology

Provide basic computing training to low-income women in north Delhi with the aim of empowering them through information technology.

## 2. Enhance Employability in Local Businesses

Facilitate the integration of trained women into the local job market, particularly in businesses operating in the region.

## 3. Address Gender Barriers

Recognize and address the gender barriers faced by low-income women in accessing employment opportunities in the IT sector.



# GOALS

## Empower Women through IT

Provide basic computing training to low-income women in north Delhi

## Enhance Local Employability

Integrate trained women into the local job market.

## Customized Training for Businesses

Tailor computer training to meet local businesses' needs

## Strategic Partnerships

Build effective partnerships with COSTED, Khalsa College, and UN APCTT

## Address Gender Barriers

Recognize and tackle gender barriers for low-income women.

#### **4. Customized Computer Training for Local Business Needs:**

Tailor the computer training program to meet the specific needs of local businesses in Delhi and Haryana.

#### **5. Partnership and Collaboration:**

Build and maintain effective partnerships with organizations like COSTED, Khalsa College, and UN APCTT to support the project's goals and ensure its success.

# Implementation Strategies

## 1. Partnership Formation

Partnered with international NGO COSTED for technical capacity.

Shifted to Khalsa College for sustainability, conducting field trials, trainee surveys, and identifying internship venues.

## 2. Targeted Training Programs

Developed tailored software modules for basic computing, keyboard skills, and MS Word. Emphasized practical, hands-on training with dedicated personal computers for each trainee.

## 3. Accessibility and Inclusivity

Provided training free of charge to women with a total household income of less than 2,500 rupees per month.

Selected participants, including widowed, divorced, unmarried, and those identified by the Delhi Police Family Welfare Society.



# IMPLEMENTATION STRATEGIES

## 01. Partnership Formation

- Formed partnerships with COSTED for technical capacity and later with Khalsa College for sustainability. Conducted field trials, trainee surveys, and identified internship venues.



## 02. Targeted Training Programs

- Developed customized modules for basic computing, keyboard skills, and MS Word. Emphasized practical, hands-on training with dedicated personal computers for each trainee.



# IMPLEMENTATION STRATEGIES CONT.

## 03. Accessibility and Inclusivity

- Offered free training to women with a total household income below 2,500 rupees/month. Selected participants from diverse backgrounds, including widowed, divorced, unmarried, and those identified by Delhi Police Family Welfare Society.

## 04. Technology Infrastructure

- Acquired a mix of new and second-hand computers to optimize cost-effectiveness. Provided a comprehensive resource package, including print, audio, video, and multimedia materials, to each student.

## **4. Technology Infrastructure**

**Purchased a mix of new and second-hand computers, optimizing cost-effectiveness.**

**Provided a comprehensive resource package of print**

# Stakeholders Involved

- **infoDev Primary donor, critical for funding and support.**
- **Project SITA Team: Implementers and operational staff.**
- **COSTED: Initial NGO partner for technical capacity.**
- **Khalsa College: Subsequent partner focusing on sustainability.**
- **UN APCTT: Collaborator on the internship program.**
- **Low-Income Women Participants: Beneficiaries crucial to the project's success.**
- **Delhi Police Family Welfare Society: Contributor to participant selection.**
- **MitraMandal: Post-project cooperative for continued training and services.**
- **Stockholm Challenge Award Committee: Recognizer and awarding body.**
- **Academic Assessors: Conducted independent evaluations.**
- **Local Businesses and Employers: Potential employers of trained women.**
- **Community Members and Local Leaders: Represent broader community impact.**



## • STAKEHOLDERS INVOLVED •

- infoDev
- Project SITA Team
- COSTED
- Khalsa College
- UN APCTT
- Low-Income Women Participants
- Delhi Police Family Welfare Society
- MitraMandal
- Stockholm Challenge Award Committee
- Academic Assessors
- Local Businesses and Employers
- Community Members and Local Leaders

# Challenges Faced

- Lack of a detailed Memorandum of Agreement with COSTED led to financial misunderstandings and low morale.
- Sharp downturn in the Indian IT market in 2000.
- Underestimated significant gender barriers faced by low-income women in the local job market.
- Gender and traditional values hindered immediate employment for women from lower economic strata.
- Providing IT training alone did not guarantee immediate job opportunities, leading to frustration.
- Discrepancies between high educational levels (university degrees) and low income.



## CHALLENGES FACED

- 01.** Lack of a detailed Memorandum of Agreement with COSTED led to financial misunderstandings and low morale.
- 02.** Sharp downturn in the Indian IT market in 2000.
- 03.** Underestimated significant gender barriers faced by low-income women in the local job market.
- 04.** Gender and traditional values hindered immediate employment for women from lower economic strata.



## CHALLENGES FACED CONT.

- 05.** Providing IT training alone did not guarantee immediate job opportunities, leading to frustration.
  
- 06.** Discrepancies between high educational levels (university degrees) and low income.

# **Overall effectiveness**

## **1. Training Impact**

**Trained over 500 low-income women in basic computing skills.  
507 women completed the training course.**

## **2. Employment Outcomes**

**Approximately 70 women are currently employed in jobs utilizing their computer skills.**

## **3. Post-Project Initiatives**

**Establishment of Mitra Mandal, a women's cooperative, continuing training and services.**

## **4. Educational and Empowerment Impact**

**Enhanced the capacity of low-income women through basic training and locally marketable software skills.**



# • OVERALL EFFECTIVENESS •

## Training Impact

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## Educational and Empowerment Impact

Enhanced the capacity of low-income women through basic training and locally marketable software skills.

# Affordances and Broader Changes

## 1. Economic Empowerment

Trained over 500 low-income women, providing them with skills for employment. Approximately 70 women are currently employed in jobs utilizing their computer skills, contributing to economic empowerment.

## 2. Educational Impact

Provided comprehensive training in basic computing, including keyboard skills and Microsoft Word. Trained women engage in tutoring secondary school students, extending the educational impact within the community.

## 3. Social Impact

Selected participants based on a criterion of total household income of less than 2,500 rupees per month. Inclusivity in participant selection, including widowed, divorced, unmarried, and those identified by the Delhi Police Family Welfare Society.



# AFFORDANCES AND BROADER CHANGES

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# **THANK YOU!**



STUDIO SHODWE

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