



ICT4D CASE STUDY ANALYSIS

SITA (INDIA)

**COMPUTER AND INFORMATION TECHNOLOGY
TRAINING FOR LOW-INCOME WOMEN IN INDIA**

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INTRODUCTION

SITA (India) www.kcetv.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

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.



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.



• **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

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 •

Training Impact

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

Employment Outcomes

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

Post-Project Initiatives

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

Educational and Empowerment Impact

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



AFFORDANCES AND BROADER CHANGES

01. 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.

02. 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.



AFFORDANCES AND BROADER CHANGES

03. 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.



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THANK YOU

