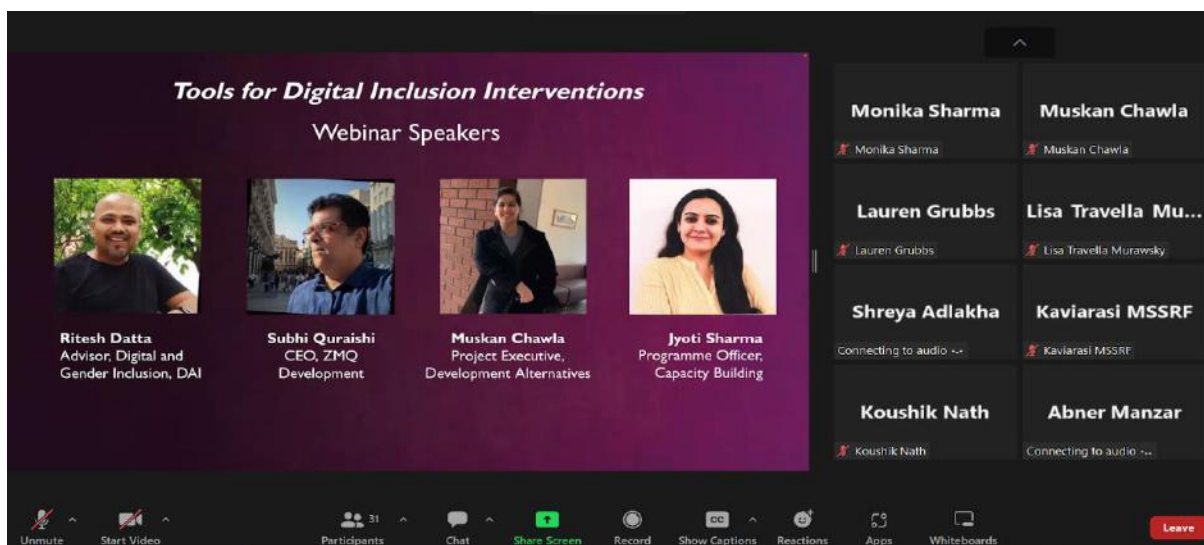


WomenConnect Challenge India Webinar



WomenConnect Challenge India (WCCI) webinar on Tools for Digital Inclusion Intervention as part of the Speakers Series 3.0

Development Alternatives (DA) participated in the WomenConnect Challenge India (WCCI) webinar on Tools for Digital Inclusion Intervention on 31st August 2023, organised as part of the Speakers Series 3.0 by Reliance Foundation, USAID and Development Alternatives Incorporated (DAI). Jyoti Sharma and Muskan Chawla from DA shared insights into work on digital inclusion. Shedding light on a range of tools and platforms designed to ensure digital access for underprivileged and rural communities.

Jyoti Sharma introduced 'Fayde ki Ghanti', a QR code-based pack of cards. This innovative tool is the evidence of DA's commitment to scalable and replicable solutions. Easily customisable in various languages, it serves as a powerful resource for imparting mobile phone-based digital literacy in less than a month's time. This initiative not only equips individuals with essential digital skills but also paves the way for economic empowerment.

The discussion then turned to 'Buddy Box', a do-it-yourself toolkit presented by Muskan Chawla. This toolkit is strategically designed to guide entrepreneurs in digitising their business operations. It serves as a comprehensive resource, providing step-by-step guidance to use various digital platforms, such as Amazon, India Mart, PhonePe, etc for business purposes. With 'Buddy Box', entrepreneurs can seamlessly integrate digital solutions into their businesses, unlocking a realm of opportunities and growth.

Muskan Chawla further expounded on 'udyaME Vaani', an IVRS-based digital platform allowing entrepreneurs to voice queries, access vital business information, and exchange knowledge around entrepreneurship. 'udyaME Vaani' emerges as a powerful tool in fostering a collaborative ecosystem, enabling entrepreneurs to make informed decisions and navigate challenges efficiently.

The session also featured Subhi Quraishi, CEO of ZMQ Development, and was moderated by Ritesh Datta, a professional in Digital & Gender Inclusion at DAI. Their presence added a depth of expertise and provided a well-rounded perspective on the digital inclusion landscape.

The tools and platforms presented, from 'Fayde ki Ghanti' to 'Buddy Box' and 'udyaME Vaani', exemplify scalable and innovative approaches to digital inclusion. This collective engagement underscored the shared commitment to advancing digital inclusion and leveraging technology for the betterment of marginalised communities.