

# REPORT ON BOOTCAMP ON DIGITAL LITERACY OF AFGHAN FEMALES – BATCH 01

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**MASTER TRAINERS: ZAIN SIKANDAR KHAN**

## **ABSTRACT:**

The two-day bootcamp on "Digital Literacy for Afghan Females" was conducted at Paiman Trust in Islamabad on July 19th and 20th, 2023 by the Trainer 'Zain Sikandar Khan'. The training aimed to empower Afghan females with essential digital skills, enabling them to navigate the digital world effectively. A total of 20 Afghan females participated in the bootcamp. The participants came from diverse backgrounds and age groups, ranging from teenagers to adults. The selection criteria were designed to ensure inclusivity, with a focus on reaching individuals who had limited exposure to digital technologies.

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |              |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------|
| <b>Date of Activity</b>            | <b>JULY 19 TO 20, 2023</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |              |
| <b>Title of the Event/Activity</b> | <b>Digital Literacy for Afghan Females</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |              |
| <b>Objective of Activity/Event</b> | <ul style="list-style-type: none"> <li>• Training them on using platforms like Facebook and Instagram will enable them to reach a broader online audience, engage with potential customers, and create meaningful connections.</li> <li>• Empowering Afghan females with knowledge and skills in building their brand and running successful businesses</li> <li>• Teaching them how to build their brand involves understanding their target audience and crafting a compelling brand story</li> <li>• Educating them about successful business practices</li> </ul> |            |              |
| <b>Location/Venue</b>              | <b>ISLAMABAD</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |              |
| <b>Total Participants</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Men</b> | <b>Women</b> |
|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0          | 20           |
| <b>Agenda of the activity</b>      | 1.Purpose of the activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |              |
|                                    | 2. Proceedings of the Training of Trainers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |              |
|                                    | 3. Feedback of the participants                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |              |
|                                    | 4. Management Support                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |              |
|                                    | 5. Results of the Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |              |
|                                    | 6. Picture Gallery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |              |

## (01) PURPOSE OF THE ACTIVITY

Empowering Afghan females with knowledge and skills in building their brand and running successful businesses is essential for their economic independence and growth. By providing training in these areas, we can help them overcome barriers and achieve their entrepreneurial aspirations.

We teaches them how to build their brand involves understanding their target audience, crafting a compelling brand story, and communicating their unique value proposition. This includes identifying their strengths and values to create a strong brand identity that resonates with potential customers.

## (02) AGENDA

| TIME         | TOPICS                                             |
|--------------|----------------------------------------------------|
| DAY 01       |                                                    |
| 10:00am      | Digital literacy intro with video                  |
| 10:30am      | Traditional vs digital marketing                   |
| 11:00am      | Digital marketing platforms                        |
| 11:30am      | Digital marketing channels                         |
| 12:00pm      | Branding and designing                             |
| 1:00pm LUNCH |                                                    |
| 2:00 pm      | Activity on logo designing                         |
| 3:00 pm      | Activity on creating your company vision and story |

| <b>3:30 pm</b>      | Swot Analysis                                    |
|---------------------|--------------------------------------------------|
| <b>4:00 pm END</b>  |                                                  |
| <b>TIME</b>         | <b>TOPICS</b>                                    |
| <b>DAY 02</b>       |                                                  |
| <b>10:00am</b>      | Company account setup                            |
| <b>10:30am</b>      | Activity on Facebook and Instagram page creation |
| <b>11:00am</b>      | How to take pictures                             |
| <b>11:30am</b>      | How to upload pictures                           |
| <b>12:00pm</b>      | How to handle customer queries                   |
| <b>1:00pm LUNCH</b> |                                                  |
| <b>2:00 pm</b>      | Activity on product display                      |
| <b>3:00 pm</b>      | Payment methods                                  |
| <b>3:30 pm</b>      | How to account handles via mobile phones         |
| <b>4:00 pm END</b>  |                                                  |

## **(03) FEEDBACK OF PARTICIPANTS**

Afghan females showcased remarkable passion and diligence in their endeavors, making them a group of hardworking and driven individuals. The two-day boot camp left them thoroughly content and delighted with their experience. The effectiveness of the training and the trainer's

expertise was evident from the incredible results achieved by one attendee who gained over 150 new Instagram followers within just one hour after implementing the lessons.

The boot camp's success was further underscored by the fact that all females now possessed well-defined business ideas along with a clear company vision. The training had equipped them with valuable insights and skills, making their business concepts more robust and feasible.

The positive impact of the training was tangible, with one female entrepreneur specializing in frock making already receiving an order from customers. The enthusiasm and receptiveness of all participants demonstrated their eagerness to learn and absorb every word shared by the trainer.

Overall, the training had proven to be highly successful, empowering these Afghan females to embrace their entrepreneurial spirit and take significant strides towards achieving their business goals.

## **(04) MANAGEMENT TEAM**

The management team, along with their dedicated and supportive staff, was exceptionally kind and encouraging. They went above and beyond by providing all the necessary training guides, materials, and assistance required for the attendees. They also actively helped in overcoming any language barriers that may have existed between the attendees and the trainers.

## **(05) OUTCOME / RESULT**

- Participants had gained a solid foundation in digital literacy, allowing them to use computers and the internet effectively.
- Training on platforms like Facebook and Instagram had equipped participants to reach a broader online audience and engage with potential customers.
- Teaching them how to build their brand involved understanding their target audience, crafting compelling brand stories, and communicating their unique value propositions effectively.
- All participants left the bootcamp with well-defined business ideas and a clear vision for their companies.
- The training provided valuable insights and skills, making their business concepts more robust and feasible.
- Some participants had experienced immediate positive outcomes, such as gaining new Instagram followers or receiving customer orders.

- The enthusiasm and receptiveness of all participants had demonstrated their eagerness to learn and implement what they had learned.
- Overall, the bootcamp was highly successful in empowering Afghan females to embrace their entrepreneurial spirit and take significant strides towards achieving their business goals.

## (06) PICTURE GALLERY

