

TRAINING REPORT

BOOTCAMP ON DIGITAL LITERACY OF AFGHAN FEMALES

TRAINER:
SADAF SHAHEEN AWAN

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Subject: 2 Day Report of Bootcamp on digital literacy to Afghan females in Mardan

Respected,

This training report contains information related to 2 Day Report of Bootcamp on “digital literacy of Afghan females” By Women Technology House conducted at Paiman Trust Mardan.

The dates of training were 2nd and 3rd August, 2023 with 30 numbers of participants

Significant Developments:

- Train Afghan ladies on effective word-of-mouth marketing techniques to promote their businesses: This training can focus on teaching them how to leverage personal connections and build strong relationships within their communities to spread the word about their products or services.
- Teach them how to use mobile phones for selling products: Providing practical guidance on using mobile phones to showcase products, communicate with potential customers, and manage orders can empower Afghan women entrepreneurs to reach a wider audience and conduct business more efficiently.
- Raise awareness about the importance of digital literacy and empowerment: Educate Afghan women on the significance of being digitally literate in today's technologically advanced world. Digital literacy can open doors to new opportunities, access to markets, and information, ultimately contributing to their empowerment.
- Encourage them to be financially independent and supportive partners: Empower Afghan women by emphasizing the value of financial independence and how their contributions to their families' incomes can lead to better overall prosperity and well-being.

Activities Performed:

- Introduce them to the use of WhatsApp groups: Creating and participating in WhatsApp groups can be an excellent way for Afghan women to network with other business owners, share ideas, collaborate, and market their products to a targeted audience.
- Provide them with the tools and knowledge to create their distinctive brand logo.
- Guide and support them as they set up their individual social media pages.
- Encourage them to express their company's vision in their own authentic voice.

Detail:

The training of Afghan ladies is of paramount importance due to the significant impact it can have on their lives and the broader community. These women exhibit remarkable passion and unwavering determination, regardless of their age. Their strong work ethic and dedication to their businesses demonstrate their desire for economic independence and empowerment. By providing them with tailored training programs, we can equip them with essential skills and knowledge to thrive in their entrepreneurial endeavors.

Despite facing various challenges and societal norms, Afghan women are eager to engage in meaningful work and become active contributors to the economy. Their determination to sell their products showcases their resilience and a desire to make a positive difference in their lives and those of their families. Through effective training, these women can enhance their abilities to market their products, manage their businesses efficiently, and navigate the digital landscape, propelling their ventures to new heights.

Moreover, investing in the training of Afghan ladies not only benefits individual women but also contributes to the overall development and progress of the country. Empowering women economically leads to increased household income and improved living standards for their families. Additionally, the growth of female-led businesses can lead to job creation and a more diversified economy, fostering sustainable development in Afghanistan.

By recognizing the potential of Afghan women and providing them with the necessary tools and skills, we can witness a transformation in their lives and communities. These training programs will not only build their confidence and knowledge but also promote gender equality and women's rights in a society that historically limited their opportunities. As these women gain more visibility and success, they can serve as inspiring role models, motivating other girls and women to pursue their aspirations fearlessly. Ultimately, supporting the training of Afghan ladies is a significant step towards building a more inclusive, prosperous, and empowered society for all. By empowering Afghan females with these essential skills, they can break barriers, thrive as entrepreneurs, and contribute to their families' and communities' economic development. Through education and support, we can help them build a brighter and more prosperous future.



Trainer:

The trainer responsible for the training program is Sadaf Shaheen Awan, who is the CEO and founder of the Women Technology House. She holds an impressive position as the head of the first women-led software house. With over seven years of extensive experience in the development and design field, she has worked with various NGOs and software companies, honing her expertise.

She was listed in the Global Invest Her Directory's list of the Top 50 Female Founders worldwide. Her expertise has been recognized through various awards and nominations, including the 2021 humanitarian service award, a nomination for the Women in Tech Global Awards, and the Tech Hero Award.

Furthermore, she has initiated multiple ventures focused on empowering women and has successfully led initiatives for women's development. Through her

remarkable skills and knowledge, Sadaf has trained numerous females, equipping them with valuable technical training to excel in their respective fields.

**Attendees Feedback:**

The response from our attendees has been truly overwhelming and fascinating. On the first day, they seemed a bit unsure about what they were going to learn and how the training would unfold.

They were attentive and listening carefully. However, by the second day, their enthusiasm was contagious. Some of them arrived at the training center two hours before the boot camp even started, eager to absorb every piece of knowledge they could. They had a plethora of questions in their minds, and their genuine curiosity and excitement were palpable.

It was heartwarming to see the amity among the participants. Although not all of them had mobile devices, they supported one another in their learning journey.

Those who had their own devices generously shared the information with others, taking notes and capturing all the

essential points to practice later at home. Interestingly, some of the women who didn't have personal devices found creative solutions by using their male family members' phones to practice and apply what they learned.

"The majority of females are highly proficient in Urdu, which eliminates the language barrier and allows us to effectively communicate the content to the beneficiaries."

This experience demonstrated that determination and the willingness to learn can transcend any barriers. Regardless of their initial hesitations or resource limitations, these ladies proved that



nothing can hold them back when they are determined to succeed and achieve something significant in life. The atmosphere of collaboration and mutual support made the training even more impactful, fostering a sense of empowerment and unity among all the participants. Witnessing their progress and growth was truly inspiring, and it reinforced the importance of providing such opportunities for women to thrive and flourish in their personal and professional endeavors.

PAIMAAN Team:

The management team at Mardan initially left us feeling somewhat disappointed and unwelcomed on the first day of the boot camp. It seemed as though they were not fully prepared or enthusiastic about the training. However, to our relief, the situation improved significantly on the second day. The response and support from the management team were notably better, and they seemed more engaged and accommodating.

Despite the initial hiccup, the overall experience at Mardan was still positive. The training content and activities were impactful, and the participants' enthusiasm and eagerness to learn overshadowed the initial misgivings. As trainers, we adapted to the circumstances and focused on delivering a valuable



experience to the attendees. The dedication and commitment of the participants made the training sessions successful and rewarding. While the first day might have been challenging due to the management's response, the positive transformation on the second day made the entire boot camp a fruitful and memorable experience for all involved. Moving forward, we hope to build stronger partnerships and open communication with the management team to ensure future training events are seamless and well-received from the outset.

Agenda:

Dates: 2nd & 3rd August
Attendees: 30

Trainer: Sadaf Shaheen Awan

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
3:30 pm		Swot Analysis
4:00 pm END		
TIME		TOPICS
DAY 02		
10:00am		Create Gmail Account
10:30am		Activity on Facebook and Instagram page creation
11:00am		How to take pictures
11:30am		How to upload pictures
12:00pm		How to handle customer queries
1:00pm LUNCH		
2:00 pm		Activity on product display
3:00 pm		How to use WhatsApp groups
3:30 pm		How to account handles via mobile phones
4:00 pm END		

For inquiries, please contact me at the time of your convenience at sadafawan@womentechhous.com

Sincerely,
Sadaf Shaheen Awan
CEO, Women Technology House