



## Innovation by Design Thinking

# ChANGE

Leena Chaudhari  
Pavan Kale  
Sharvaree Sinkar

# Problem Statement

*“India ranks 173 out of 181 countries globally in female labour force participation. Some experts opine that this is one of the biggest levers to thrust India’s GDP per capita significantly forward. However, the challenges towards fixing this outcome aren’t simple.*

*How would you go about understanding and solving for them? Try to devise a solution in the form of a service or product that would help curb this issue.”*

## Why this PS?

- Alarming statistics
- Burning issue
- Better accessibility of users
- Prior knowledge / experience

---

---

---

---

# Empathise

Surveyed **41 Women** across India majorly from Nashik, Bhopal & Baramati

## Stakeholders:

- Female Community
- Family Members, Relatives
- Government
- Company Coworkers
- Society

## Sample set chosen:

- 21 Unemployed (Housewives)
- 12 Employed/Small Businesses
- 8 Family members

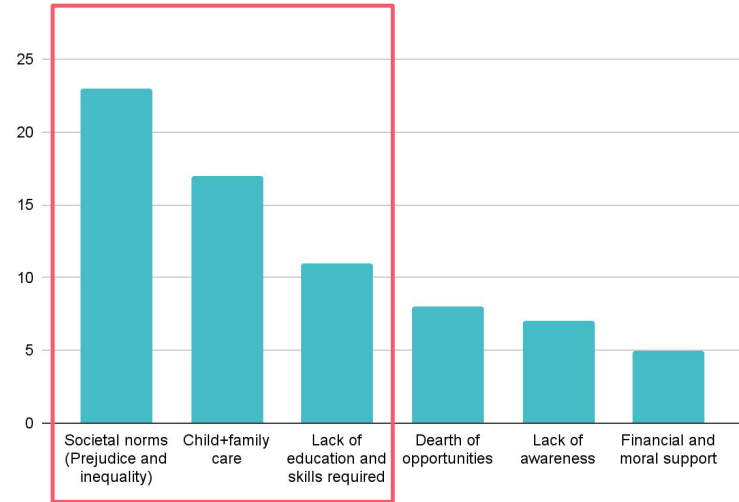
## Methodology

- Prepared a thorough questionnaire based on our understanding of the problem
- The questions were specific yet open ended, neutrally phrased and encouraged elaboration
- Met some stakeholders in rural and urban areas, and talked to some of them on phones
- Took notes, recorded the conversations, listened them again more thoughtfully

# Define

## Major Problems Identified:

1. Societal norms (Prejudice and inequality)
2. Child+family care
3. Lack of education and skills required
4. Dearth of opportunities
5. Lack of awareness of schemes
6. Financial and moral support



Most Prominent

# Ideate

## Women Community Platform

- Provision of **employment opportunities** and **skill training**
- Elevation of women's willpower and **self confidence**
- **Unification** in solving emotional, economical, societal crisis
- Information exchange and **knowledge transfer**
- **Trustworthy network** and secure system

## Awareness Programmes

- Literate people educating the illiterate
- Prevention of early child marriages
- Acknowledgement of Government schemes, policies
- Multisectoral Collaboration

## Child Care Support System

- Local Child Care Centres
- Run by local women
- Engagement of housewives, providing job opportunities



# Prototype

## Methodology:

- Forming a local women community via WhatsApp
- Publicizing of awareness session
- Encouraging women to team up and start businesses

Conducted a 1.5 hr online session for spreading awareness, networking, community building and was attended by 40+ women

**महिला सक्षमीकरण**  
एक पाऊल प्रगतीच्या दिशेने...

सुवर्णा चव्हाण      जयश्री खाडिलकर

14 जुलै 2021  
दुपरी ३ ते ४ वा.

संपर्क: शर्वरी सिनकर, 8275254803

Forwarded

**Join our Cloud HD Video Meeting**  
Zoom is the leader in modern enterprise video communications, with an easy, reliable...  
zoom.us

अशिक्षित, शिक्षित किंवा उच्चशिक्षित असून देखील आपल्या देशातील, समाजातील सर्व स्तरातील स्त्रिया या स्वावलंबी किंवा सक्रिय दिसत नाहीत, असे एका सर्व मधुन आमच्या निदर्शनास आले.

तर असे का? हा आम्हाला पडलेला प्रश्न!! त्यासाठी म्हणून आम्ही केलेला हा छोटासा प्रयत्न एका मंचाद्वारे आपणासर्व महिलांसमोर मांडत आहोत!

स्त्रियांनी स्त्रियांसाठी स्वावलंबी, व सबलनारी होण्यासाठी महत्वपूर्ण पण सोप्या पद्धतीने करण्यात येणाऱ्या मार्गदर्शनास आपण नक्की सहभागी व्हा!

हा सेशन द्वारे आपणांस सहज सोप्या पद्धतीने घरगुती उद्योगांपसुन ते मोठ्या स्तरांवरील व्यवसायिक कामांमध्ये कसे सक्रिय पणे सहभाग घेता येईल, महिलांनी एकत्र येऊन कसे संकटांना सामोरे जाता येईल, आपले कौशल्ये कसे विकसित करता येईल, असे व अनेक प्रश्नांची उत्तरे मिळू शकतील!

हा उपक्रम आय.आय.टी बॉम्बे(IIT Bombay) च्या विद्यार्थ्यांचा असून, महिलांच्या विकासाच्या वाटचाली साठी केलेला एक छोटासा प्रयत्न आहे.

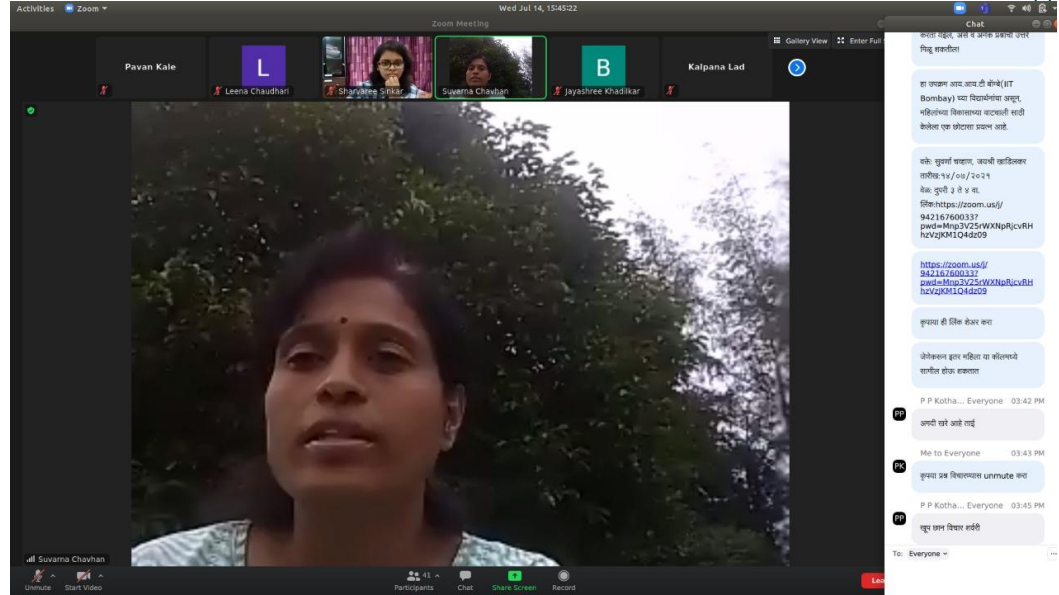
वक्ते: सुवर्णा चव्हाण, जयश्री खाडिलकर  
तारीख: १४/०७/२०२१  
वेळ: दुपरी ३ ते ४ वा.  
लिंक: <https://zoom.us/j/94216760033?pwd=Mnp3V25rWxNpRjcvRHhVzJKM1Q4dz09>

संपर्क: शर्वरी सिनकर, 8275254803 8:56 pm

# Test

## Session Response

- Active participation
- Overwhelming response
- Willingness to participate, and form community
- Validated our solution through feedback



Analysed the feedback and the responses and ideated the next iteration

# Future Plans



1. Developing and refining the platform (a mobile application)
2. Partnering with Government NGOs, and other activists
3. Launching the platform, spreading awareness, and joining in more and more women on to the platform
4. Initiating skill training program
5. Bringing in Job Opportunities by involving Industries, and Companies
6. Monitoring and Sustaining the community, encouraging discussions, collaborations, information exchange, knowledge transfer





# Final Thoughts

We have prepared a **detailed summary report** which has proper documentation of our attempt to solve this problem. You can find the documentation [here](#).

It was hard to summarise all our efforts in 5-8 slides, hence we are also attaching this report. We sincerely request you to go through it.

Finally we would like to thank ShARE for providing us with this opportunity. We really enjoyed working on this competition, and we are proud and happy that we could contribute towards women empowerment.

THANK YOU!