
INCREASING WOMEN'S EMPLOYMENT IN IT

DHAKA

TKS x UNITED NATIONS

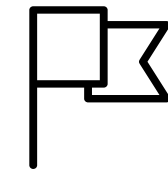
EXECUTIVE SUMMARY

A GENERAL OVERVIEW OF HOW OUR SOLUTION WILL TAKE SHAPE



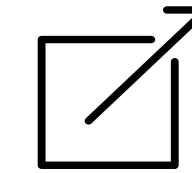
PROBLEM

There are 85,000+ employed mothers with children 3-12 years old in Dhaka, Bangladesh, in search for a higher paying job, with an interest of an IT career. However, **these women have <30 minutes of free time per day**. One of the biggest contributing factor to this is the fact that they spend **3+ hours on childcare daily with no help at all, stopping them from dedicating sufficient time to gain the necessary skills** to find a higher paying job in the digital economy.



RECOMMENDATION

We plan to **administer Google's IT Certifications** by setting up an accessible training centre in Dhaka exclusively for women; ran by female instructors. **We address the issue of time by the provision of an attached supervised daycare**, so that mothers can dedicate time for the certification while their children are being looked after our babysitters. We will also **provide professional mentorship and career counselling**, to help women land their first jobs in IT, with a cost of 68 USD/person

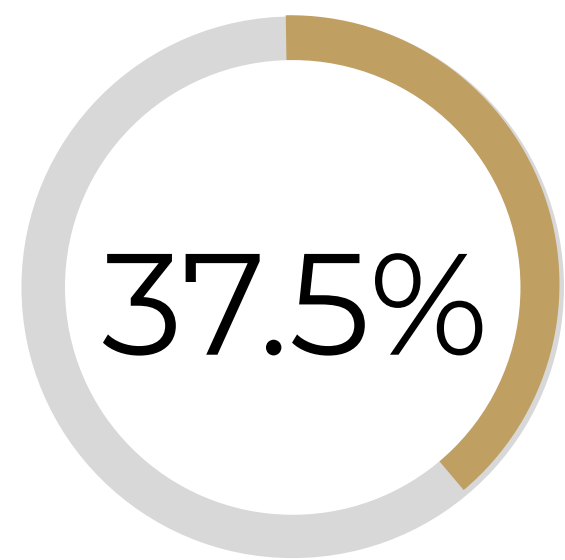


IMPACT

Enabling up to 45,000 women in Dhaka, Bangladesh by 2026 to land high-paying jobs in the IT sector. Currently there are 400,000 women in IT, meaning we will provide a base of 11% increase in females in IT. We can validate our idea in Dhaka, later moving on to Chittagong to test the performance of the IT courses, and educate women at the same time. Due to our solution being easily scalable, **we can expand well beyond 2026, putting a woman in IT for 68\$.**

MOTHERS HAVE <30 MINUTES OF FREE TIME A DAY BECAUSE OF SOCIAL OBLIGATIONS IN CHILDCARE

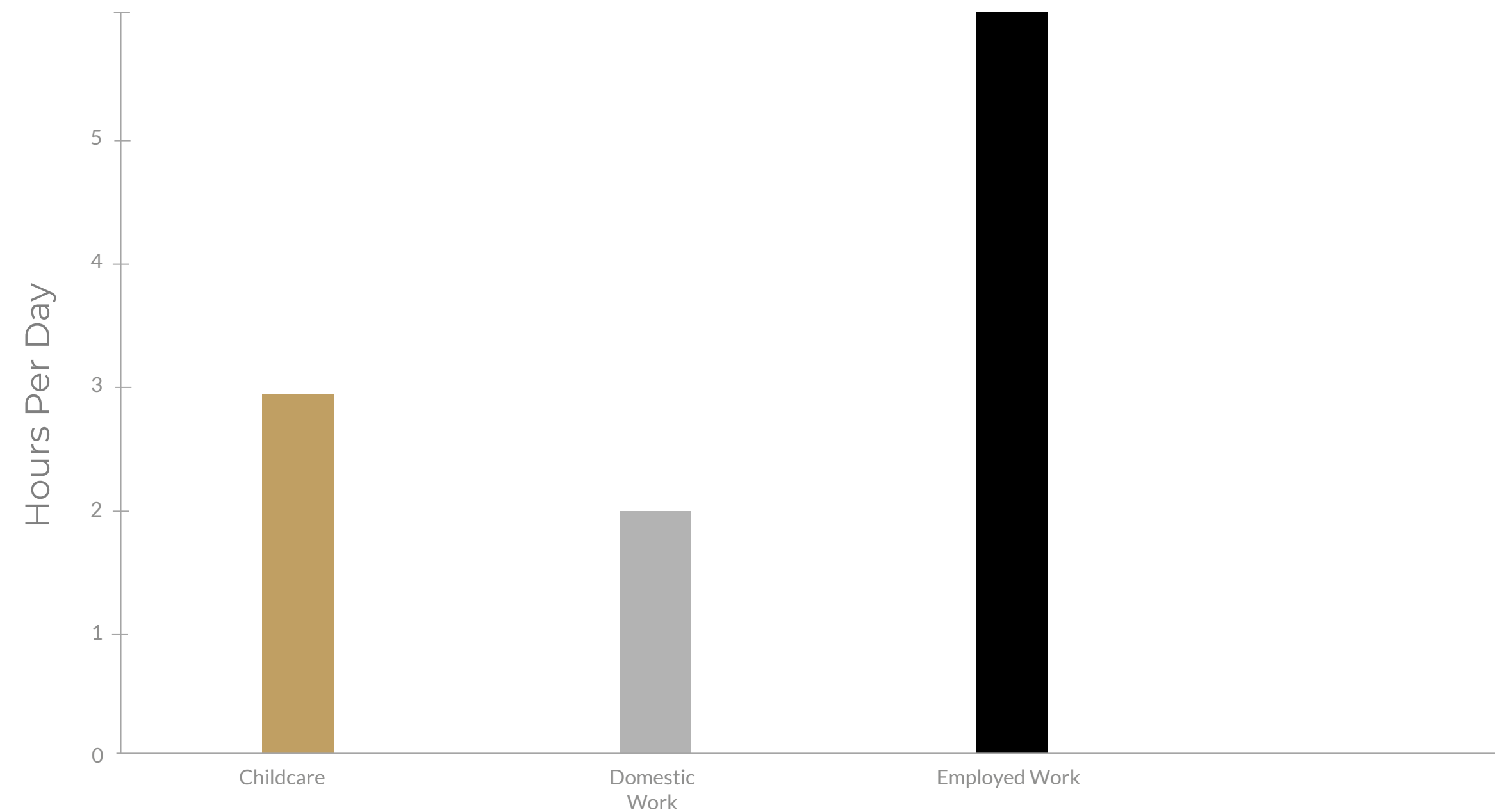
MORE THAN 1,300,000 WOMEN HAVE 2 CHILDREN ON AVERAGE, WHO RECIEVE 0 HELP DURING THE DAY WITH CHILDCARE



LACK OF FREE TIME

With 37.5% of employed women in Dhaka getting less than 30 minutes of free time a day, it is near impossible for all of these people to educate themselves sufficiently in order to get a new job. To open up time for women to educate themselves, we can look for losses of time to cut down on. **The 3 biggest devotions of time are childcare, domestic work and employed work.**

MAIN SOURCES OF LABOR



BANGLADESH IS THE PLACE TO START

IT HAS A HIGH MOMENTUM IN DIGITALIZATION, HIGH GENDER GAP IN IT AND IS TAKING STRIDES TOWARDS CLOSING THE GENDER GAP



BREAKOUT ECONOMY

Harvard Business Review has identified **Bangladesh as a 'breakout' economy due to their rapid digitalization** despite their limited existing digital infrastructure, thus displaying **an increasing digital momentum**, which can benefit the deployment of our solution.



LOW FEMALE ECONOMIC PARTICIPATION

According to the Global Gender Gap Report 2020, although **Bangladesh has vastly been able to reduce the gender gap** in educational attainment, health and survival, and political empowerment, but **very minimal progress has been made in economic participation** and opportunity, for which their global rank dropped from a 107 (2006) to 141 (2020)



LEAST DEVELOPED COUNTRIES

Bangladesh has been on UN's LDC list since 1975, with a current household income of <2000 USD annually. By enabling women to work in the digital economy, families can expect ~15000 USD, and an increase in quality of life through better education, healthcare and economic security.



GOVERNMENT EFFORTS

The Government of Bangladesh has been recognised by the World Economic Forum for their efforts in **bringing down their huge gender gap** over the last few years. This can be advantageous for the implementation for our recommendation as we are likely to have government support





“

Girls always have housework to do, I usually don't have much free time... it's not easy looking after my kids, cleaning and cooking for my husband and a real job.

Aafiyah, 30, Dhaka

MEET AAFIYAH, A BANGLADESHI MOTHER OF TWO

LIKE OTHER WOMEN, SHE IS PRESUMED TO BE RESPONSIBLE FOR ALL DOMESTIC LABOR

THE TRADITIONAL ROLE OF WOMEN

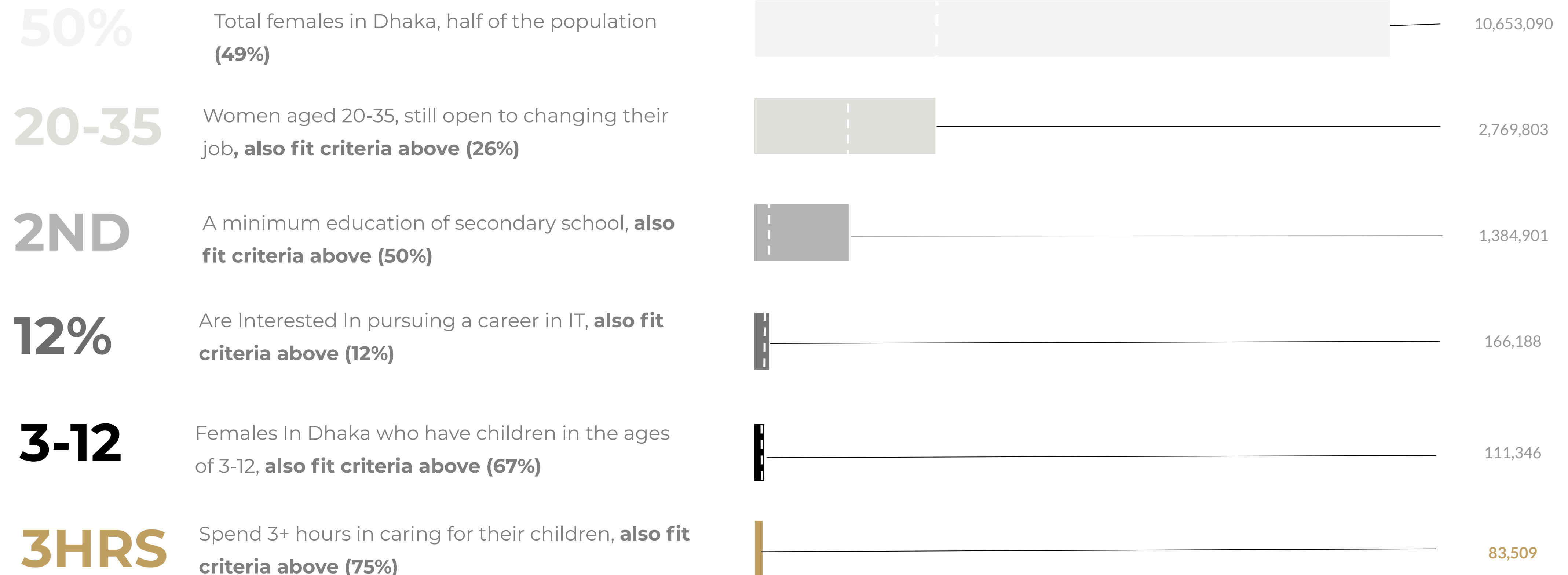
Although more women are now entering the labour market and political, policy and cultural spaces, like many women for the past 40 years, Aafiyah's traditional role as a woman in Bangladesh's society has primarily been to be responsible for **household chores, child rearing, and caring for the extended family members living in the marital home**. Considering how marriage for women in Bangladesh has been considered as social and economic security, therefore, without a doubt, the picture of a woman in society is being painted by their role as primarily mothers, wives or even daughters in law.

Furthermore, we can even see how quickly a woman in Bangladesh can turn into a mother in her life, with over 58.2% becoming a mother at just the age of 20-24. Aafiyah has expressed that the responsibilities that come with getting married and giving birth at such a young age has been challenging to manage alongside her low-paying job at the call centre - her family needs more money but her household responsibilities have stopping her from gaining the skills she needs for a higher-paying job

83,509 MOTHERS WANT A JOB IN IT

HOWEVER, THEY NEED HELP WITH UPSKILLING AND CHILDCARE

OUR FILTER CRITERIA



NEW IT OPPORTUNITIES IN DHAKA CAN DRAMATICALLY INCREASE HOUSEHOLD INCOMES

BANGLADESH HAS A RAPIDLY GROWING IT INDUSTRY

INTERNET

66.4M

The number of **internet users in Bangladesh increased by 5.8 million (+9.5%) between 2019 and 2020**, standing at 66.44 million internet users as of January 2020. Such fast increase in connectivity accelerates the spread of ideas, information and technology across Bangladesh

SALARY

3x

Currently, the household income per family in Dhaka is less than around 2500 USD yearly, even with two breadwinners. An average high-paying IT job can look to increase one's **average salary of about 2000 USD to 8500 USD**, which is the average salary of a well-paid IT job

MIDDLE CLASS

10%

The population of the middle class in Bangladesh has been increasing approximately 10% year (2016-2017). Due to this change, the overall increase in the accumulation of wealth for these **middle-class families will allow for an increased access to internet and devices** - consequently increasing the demand for IT related services and jobs

NEW JOB OPENINGS

1.5M

In the next 10 years, big venture capitalists are planning on investing more than 200 million US Dollars into the Bangladesh Startup industry, creating more than 1,500 new established Startups and an estimated **1.5 million new job openings in tech.**

WHAT A TYPICAL IT TRAINING CENTRE IN DHAKA LOOK LIKE

THE INFRASTRUCTURE FOR IT TRAINING CENTERS ALREADY EXISTS

IT TRAINING CENTRES IN DHAKA HAVE EXISTED FOR 20+ YEARS AND HAVE BEEN WIDELY ACCEPTED BY THE POPULATION, WITH THOUSANDS OF PARTICIPANTS GRADUATING EACH YEAR

DURATION & COST

Training within IT centers in Dhaka can take anywhere from **1 - 8 months**, for students coming in for **2 hours a day**, twice a week. The **cost ranges from 100 USD to over 1000 USD** depending on the chosen course, however, waivers and scholarships can be received from very few centres depending on either need or ability

PREREQUISITES

IT training centers in Dhaka generally require basic knowledge of computer operating and internet browsing, such as operating email, Google, and Facebook. However, most IT training centers in Dhaka it is required to be able to read, write and speak English fluently, as this is the primary language of the courses delivered.

CURRICULUM

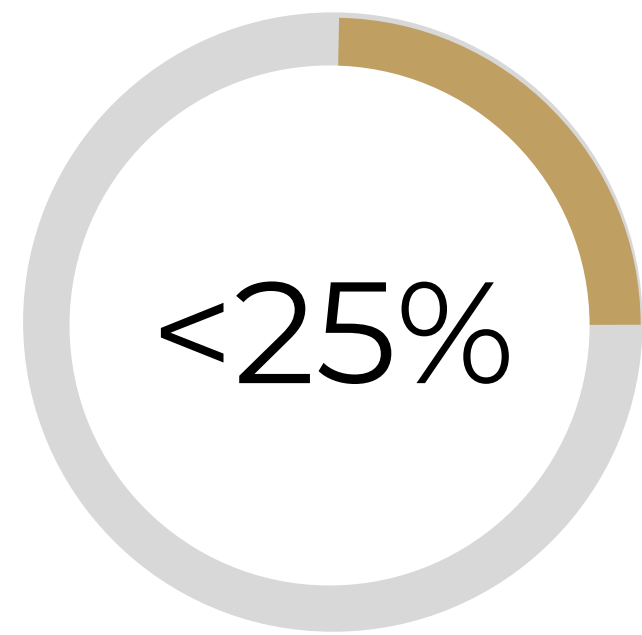
Although each of these training centres have their own curriculum for each of their courses, the content is very similar and follow the same structure to other training centres. The aim of the training is to groom the students, in **preparation for freelancing jobs in marketplaces** such as Fiverr.

LOCATION

There are over 20 well-known IT training centers in Dhaka, which are **mainly located on the west side of the city in areas such as Tejagon, Dhanmondi, Gulshan, Kafrul**. Yet again, there still are numerous of other IT centers located in the northern area Dhaka

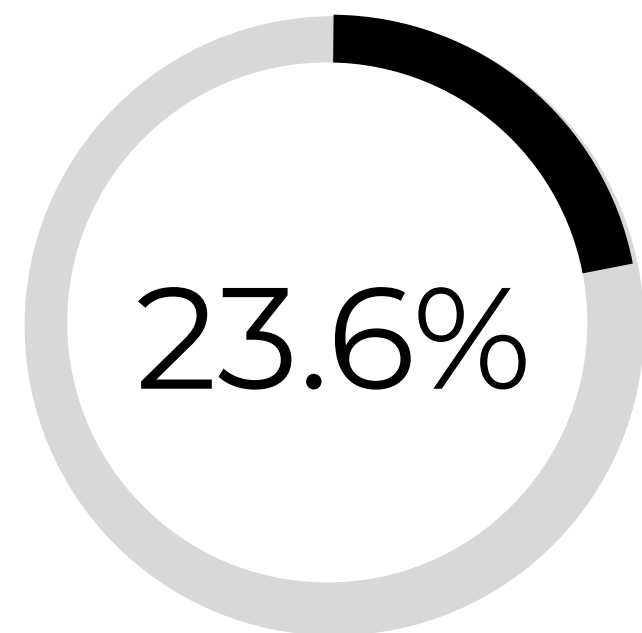
LESS THAN 1 IN 4 WOMEN CURRENTLY USE IT TRAINING CENTERS

THEY DON'T ADDRESS THE ISSUE MOTHERS FACE WITH TIME, NOR DO THEY CARE FOR GENDER INCLUSION



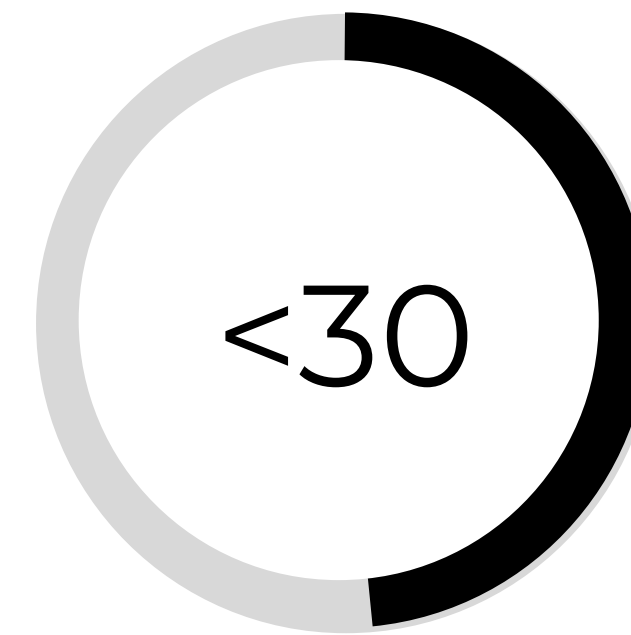
MALE DOMINATED

Although almost every IT training centre in Dhaka are for both male and female, **women only have a <25% share of seats.** This **domination of men at IT training centres** discourages women to take part because of the conservative culture of Bangladesh.



INADEQUATE CAREER GUIDANCE FOR WOMEN

Job placement for women is 23.6% lower than their male counterpart. Surveyed female participants felt that this was due to the fact that male participants had a gender advantage when it came to accessing career counsellors and mentors because of the existing male majority in the IT sector.



TIME CONSTRAINTS WITH MOTHERS

With less than 30 minutes of free time throughout the day, **the time requirement for the completion of IT courses within a given time frame is unfeasible for these employed mothers.** Despite this, not a single IT training centre in Dhaka has accommodations, adjustments nor facilities to allow for the upskilling of employed mothers.

Based on a survey we conducted, **8/10 women** responded that they would **feel more comfortable** and be more likely to attend **if it were women only**, with female instructors.

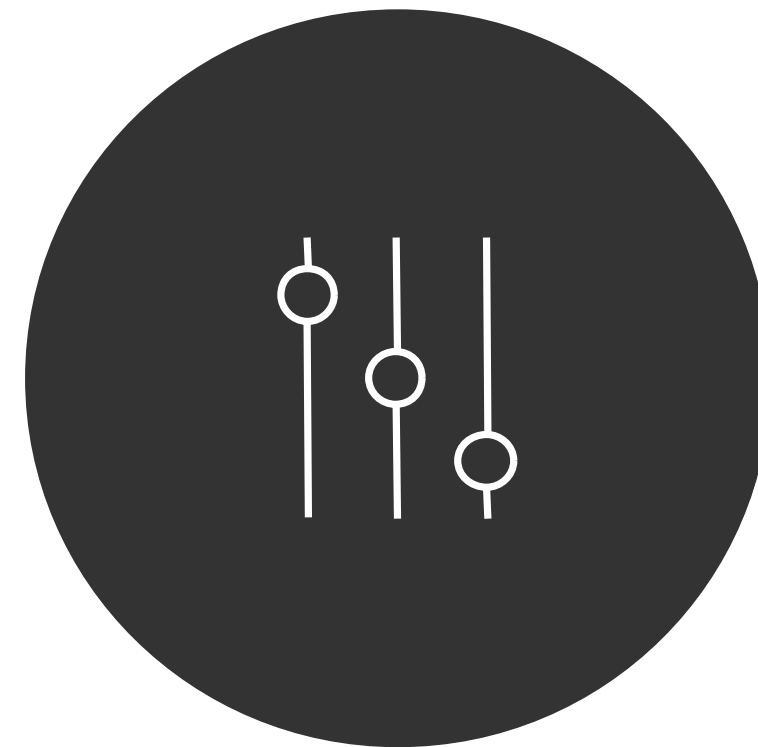
IMPLEMENTING DAYCARES AT IT TRAINING CENTERS

MAKING TIME FOR MOTHERS TO GO THROUGH GOOGLE'S
IT CURRICULUM WITH 6HRS/WEEK DAYCARES



GOOGLE'S IT CERTIFICATIONS

Setting up a female exclusive training centre with female staff to deliver 4 of Google's IT Certifications, including: IT Support, Data Analytics, UX Design and Android Development. These will **provide the skills needed for an introductory-level job in their respective fields**, with no relevant experience required.



DAYCARE

Having an attached daycare for kids aged 3-12 allows mothers to drop off their children and **spend the time they would've spent on looking after their children on completing their programs**, remaining **stress-free about the safety of their children**, for 3 a day, twice a week, while they're engaged in a variety of fun activities under adult supervision



CAREER COUNSELLING

Upon the completion of the program, **the participants will be directed to a female career counsellor** and a female mentor in IT, to **advise and prepare for the right career path**. The main aim of our centre is to not only equip the participant with skills in demand, **but also help them land a job in the industry**.

LAND A JOB IN 4 MONTHS

GOOGLE IT CERTIFICATIONS ARE DESIGNED FOR UX, IT, DATA ANALYTICS AND ANDROID DEVELOPMENT AND ONLY REQUIRE SECONDARY SCHOOL EDUCATION

GOOGLE'S IT SUPPORT CERTIFICATION

01

ABOUT

IT Support Employees help troubleshoot problems so computers/networks run correctly. This course is for people who like helping others & solving problems

02

REQUIREMENTS

- No relevant experience necessary
- 100% remote, online learning
- Under 10 hours of study a week
- 3-6 months for completion

03

CURRICULUM

- Troubleshooting and customer care
- Networking
- Operating Systems
- System Administration
- Security

04

QUALIFY FOR IN-DEMAND JOBS

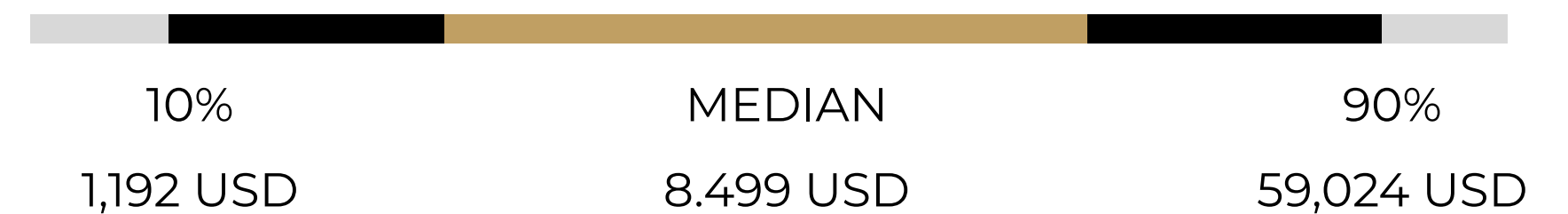
82% of participants of participants reported a change in career after completion. With knowledge in IT Support, participants can qualify for the following jobs:

- Database administrator
- IT specialist
- Tech support specialist
- Systems analyst
- Network engineer
- Help desk technician
- IT support specialist
- IT technician
- Computer user specialist
- IT assistant

05

SALARY PER YEAR

Approximate income distribution for the IT jobs that participants can become eligible for



LEARN MORE ABOUT THE OTHER OFFERED IT CERTIFICATIONS:

[DATA ANALYTICS](#) [UX DESIGN](#) [ANDROID DEVELOPMENT](#)

A TRUSTWORTHY & SAFE DAYCARE

DROPPING OFF CHILDREN AT THE DAYCARE TO CREATE TIME FOR MOMS

CREATING TIME FOR MOTHERS

Mothers who are enrolled in our training centre have the option to drop off their children of ages 3-12 at an attached daycare, **passing on the responsibility of childcare to our supervisors** for the time that the mother is at the training centre. This allows for the **freeing up of time of up to 3 hours, which the mothers can utilize to complete the certification** without having to worry about their children.

ADULT SUPERVISION

Based on a survey from 2014, approximately 65% of women of ages 20-35 in Bangladesh had given birth to 2 children - keeping that in mind, we can expect up to 41 children from the 32 women that will be attending the training centre at a time. To ensure everyone's safety, we **plan to maintain a 12:1 ratio between the children and female supervisors**, with at least one supervisor with a first-aid qualification.

ALWAYS NEAR THE MOTHER

A potential point of failure is if the mothers fail to trust the daycare. After talking with mothers in Dhaka, we came to the conclusion that **placing the daycare as close as possible to the training centre** will help **increase trust with the mothers**, knowing that their child is just a few steps down the corridor.

HEALTH AND SAFETY

We understand that health and safety is a huge concern for mothers, and is vital for gaining trust, and for that reason we will be prioritizing health and safety via the following measures:

- Carpeted flooring
- Toy and equipment safety
- Sanitization of equipment
- First-aid kit
- Air ventilation
- CCTV cameras



WHILE MOMS LEARN, CHILDREN LEARN TOO

DEVELOPING CRUCIAL SKILLS FOR GROWTH

We recognize the significant age gap between the **children of ages 3-12**, thus we've decided to **split them up into two groups** - which will be placed in two separate rooms. Each group will be offered a variety of fun and engaging learning activities based on their age group.



ACTIVITIES FOR 3-7 YEAR OLDS

- Sing-alongs & early learning reading sessions for language development
- Exploring creativity with arts & crafts
- Social development via playtime with other kids
- Building activities with Legos



INCENTIVISING FOR CHILDREN

By providing these activities, we can make it possible for children to have an enjoyable time, making it advantageous for both the mother and the children to go to this training center.



ACTIVITIES FOR 8-12 YEAR OLDS

- Board games for critical thinking
- Arts and crafts for developing creative talent
- Puzzles for increasing problem-solving skills
- Homework Club to allow kids to finish any school homework



SKILLS CRUCIAL FOR DEVELOPMENT

With these activities for children, we aim to improve their social, communication, language, creativity, critical thinking and problem solving skills.



BRIDGING THE GAP BETWEEN EMPLOYERS AND EMPLOYEES

ASSISTING MOTHERS WITH ADVISORS TO GET THEM THROUGH THE EMPLOYMENT PROCESS



CAREER RECOMMENDATION

Part of the career counsellors job will be **recommending a career path to the participants** before starting the course based on their personal interests, personality and expected income. Upon the completion of the course, participants will get the chance to consult their career counsellor again to help decide which job offers and placements make sense for them



EXPERIENCED & RELATABLE MENTORS

Our mentors will be women who have **worked in, or are currently working in the employment aspect of the IT sector.** This will make their advice to the participants more valuable as they can offer a more fitted perspective as a working woman in IT.



PREPARING FOR AN INTERVIEW

An essential part of the employment process is getting passed the interview. To help our participants get through this step, once they have completed their chosen certification, the **career counsellors give them tips on how to come in to interviews,** even have sessions for practice interviews to brush up their skills.



CV CRAFTING SESSIONS

A set time for a 1 on 1 session with the career counsellor and the participant to create the perfect resume. The counsellor, being experienced in employment, can guide the participant on what to do and what not to do, while also providing useful tips.



PARTNERING WITH TOP 18 IT EMPLOYERS FOR HIRING

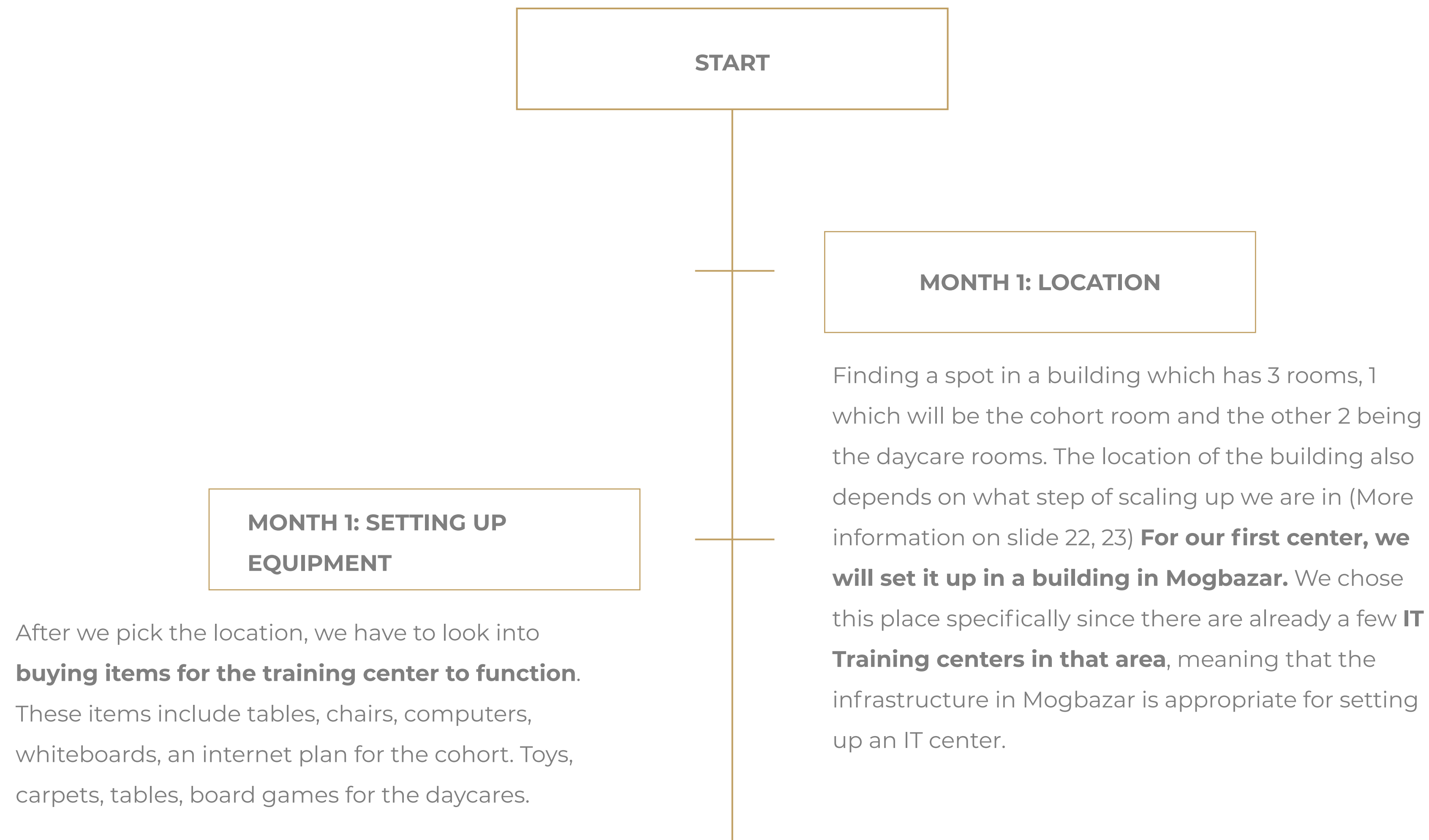
COMPANIES WHICH HAVE PARTNERED WITH OTHER IT INSTITUTIONS TO PROVIDE PARTICIPANTS WITH EMPLOYMENT OPPORTUNITIES

By partnering with IT startups, we can funnel our skilled and qualified graduates into open positions at some of the leading IT startups in Bangladesh.

These companies have worked with IT training centers in the past to hire their graduated participants. these include: Creative Clipping path, Oriental Group, HSBLCO, EON Group, Sheba.xyz, Alesha Tech LTD, Ingen Studio, Orbit Clipping Path, CEMS Bangladesh, HRSoft, Dev Syntech Inc., FIFO Tech, Code Core, Platinum Group, Next Monitor ATN Bangla, ARN Tech, Oikko Foundation.

90 DAY EXECUTION PLAN TO SET UP

A THOROUGH SET OF INSTRUCTIONS TO SET UP
AN IT TRAINING CENTER



MONTH 2: HIRING MENTORS

We will have 3 types of staff. To make our women participants feel included all of our mentors will be women as well.

1. Employment Advisors - These advisors will **help the “graduated” participants get a job.** More specifically, we would offer a part-time job to people who are already on the employment side of the IT sector, to give the best of advice to our participants when they need it.
2. IT Mentors - We will offer a part time job to **help out with women in the IT course** while learning from the google certification
3. Babysitters - Volunteer/part time women that are willing **to look after children** when dropped into the daycare that we have within our training centers.

MONTH 3: ADVERTISING

After the whole IT Training Center is set up, it is time to get participants in it. We can **post advertisements on facebook due to the high volume of users and click-through-rate** (more on slide 21). As users start applying, we can wait some time for cohorts to be at least partially full until we officially start the program.

END OF SETTING UP

4 MONTHS & \$68 TO PUT A WOMAN IN IT

SETUP AND MAINTAIN A TRAINING CENTER FOR LESS THAN \$80,000 THE FIRST YEAR

A BETTER TOMORROW

\$78K For maintaining each IT centre per year

\$68 Costs for every single new female in tech.

\$8.5K

If we were to take 10% of the income of all the employed graduates for their first year of work, then we would make a profit of approximately 8.5K dollars per year for each IT Center. This is assuming that only 15% of graduates find a job immediately after finishing the program which is definitely one of the worse-case scenarios.

Final First Year						
Time & Activity in Month	First Month: Location	Second Month: Recruitment	Third Month: PREP AND SETUP	Regular Month * 9		Final Each Sector
Description	Finding a location with sufficient space for a daycare and an office environent to rent	Hiring necesary staff: Mentors, Babysitters, Advisors etc.	* Purchase Building Assets * Get initial Students enrolled	Listing the static, monthly expences to run such an educational center.		
Rent	\$1,095	\$1,095	\$1,095	\$1,095		\$13,140
Internet	\$0	\$0	\$15	\$15		\$150
Utility Bills	\$0	\$0	20\$	\$20		\$200
Instructors (4x)	\$0	\$4,000	\$4,000	\$3,542		\$39,878
Administrators (1x)	\$0	\$1,200	\$1,200	\$1,200		\$13,200
Caretakers (4x)	\$0	\$500	\$500	\$751		\$7,759
Refreshments	\$0	\$100	\$100	\$80		\$920
Furniture and Initial investments	\$900	\$0	\$0	\$0		\$900
Martketing	\$150	\$1,100	\$900	\$50		\$2,600
						Final First Year
Final Each Month	\$2,145	\$7,995	\$7,830	\$60,777		\$78,747

EDUCATING 1152 STUDENTS PER YEAR FROM EACH CENTRE

WE CAN FIT THE EDUCATION OF 3 COHORTS IN 4 MONTHS



COURSE SEGMENTATION

With participants spending 3 hours a day, twice a week, the **certification can be completed within 4 months**. Running 3 cohorts at a time, with each cohort consisting of the 4 courses, we can expect to **graduate 12 cohorts within a year**. Each cohort consists of 32 participants.

4 x 32 x 3 = 384 Students Graduated in 4 Months
384 x 3 = 1152 Students Educated in 1 Year

6-DAY SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8am	UI COURSE	ANDROID	IT SUPPORT	UI COURSE	ANDROID	IT SUPPORT
11am	DATA ANALYSIS	UI COURSE	ANDROID	DATA ANALYSIS	UI COURSE	ANDROID
2pm	IT SUPPORT	DATA ANALYSIS	UI COURSE	IT SUPPORT	DATA ANALYSIS	UI COURSE
5pm	ANDROID	IT SUPPORT	DATA ANALYSIS	ANDROID	IT SUPPORT	DATA ANALYSIS
8pm						
	COHORT 1	COHORT 2	COHORT 3	COHORT 1	COHORT 2	COHORT 3

REACHING OUT VIA FACEBOOK

CREATING A SIMPLE BUT POWERFUL AD.

With our simple solution, we can reach out to the women of Dhaka who fit our criteria, which can be specified within the settings of the ad campaign. We aim to maximise click-through rates by keeping our advertisement, simple, eye-catching and professional.

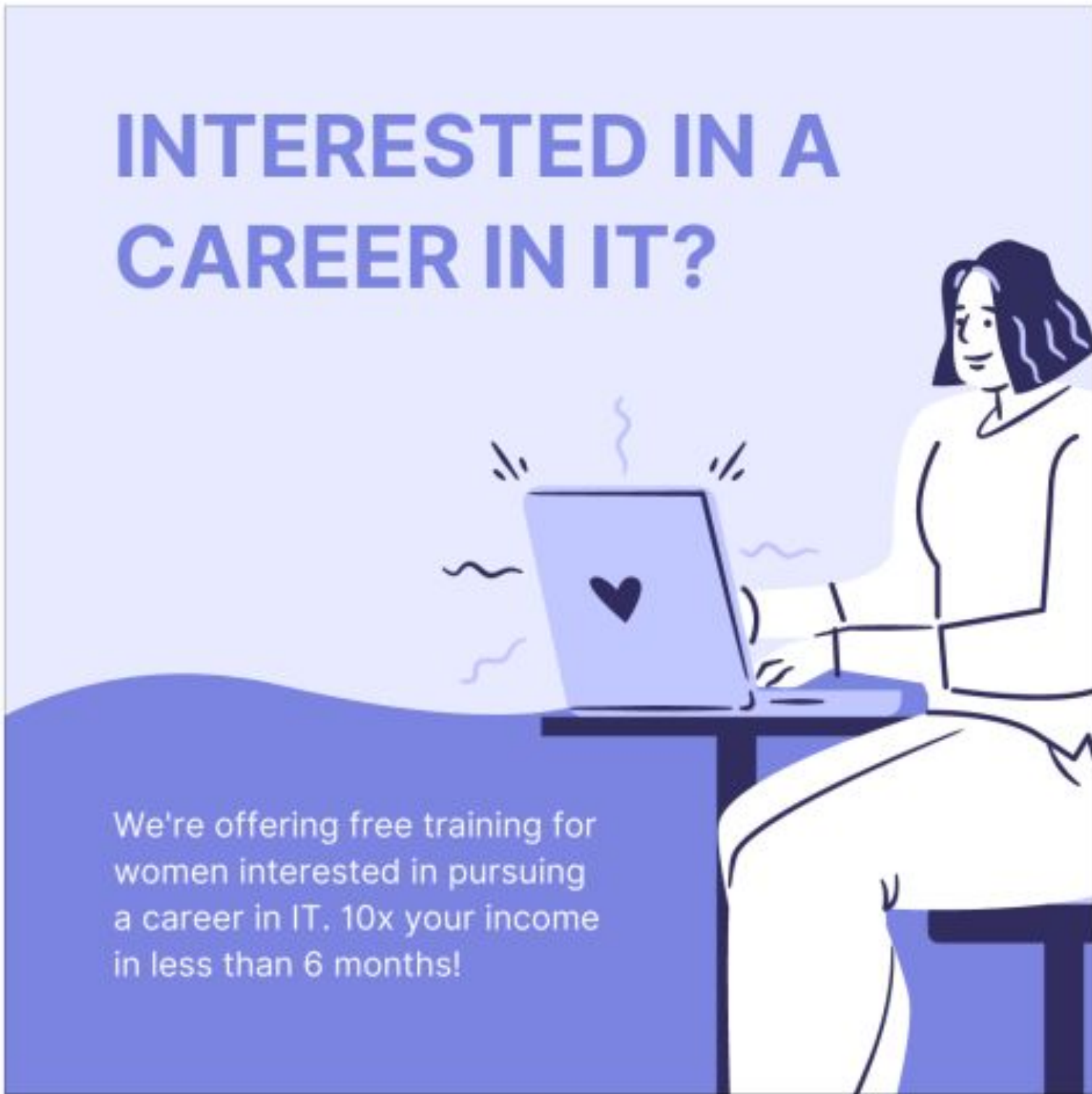
 FACEBOOK ISN'T DEAD YET Over 87% of social media users in Bangladesh are active on Facebook, maximising our reach.	 PRICING By filtering women in Dhaka with our criteria, we will have to pay \$0.97 per click on the advertisement, with an additional \$7.19 per 100 impressions
 NO LANGUAGE BARRIERS The majority of the population has Bangla as their main language. However , the country still holds a high percentage of English speakers.	 REACH Facebook Ads have a 34% impression rate, which would result in a maximum of 8140000 people viewing the advertisement.

 **IT Women Dhaka**
Sponsored

Like Page

Don't have enough time? Don't worry we'll take care of your kids while you're learning!

INTERESTED IN A CAREER IN IT?



We're offering free training for women interested in pursuing a career in IT. 10x your income in less than 6 months!

Register - IT Women Dhaka

Click here to learn more

ITWOMENDHAKA.COM/REGISTER

Learn More



420

562 Comments 311 Shares

Like

Comment

Share

UP TO 45,000 WOMEN WITH JOBS IN IT BY 2026

What may the results of this recommendation look like?

45K

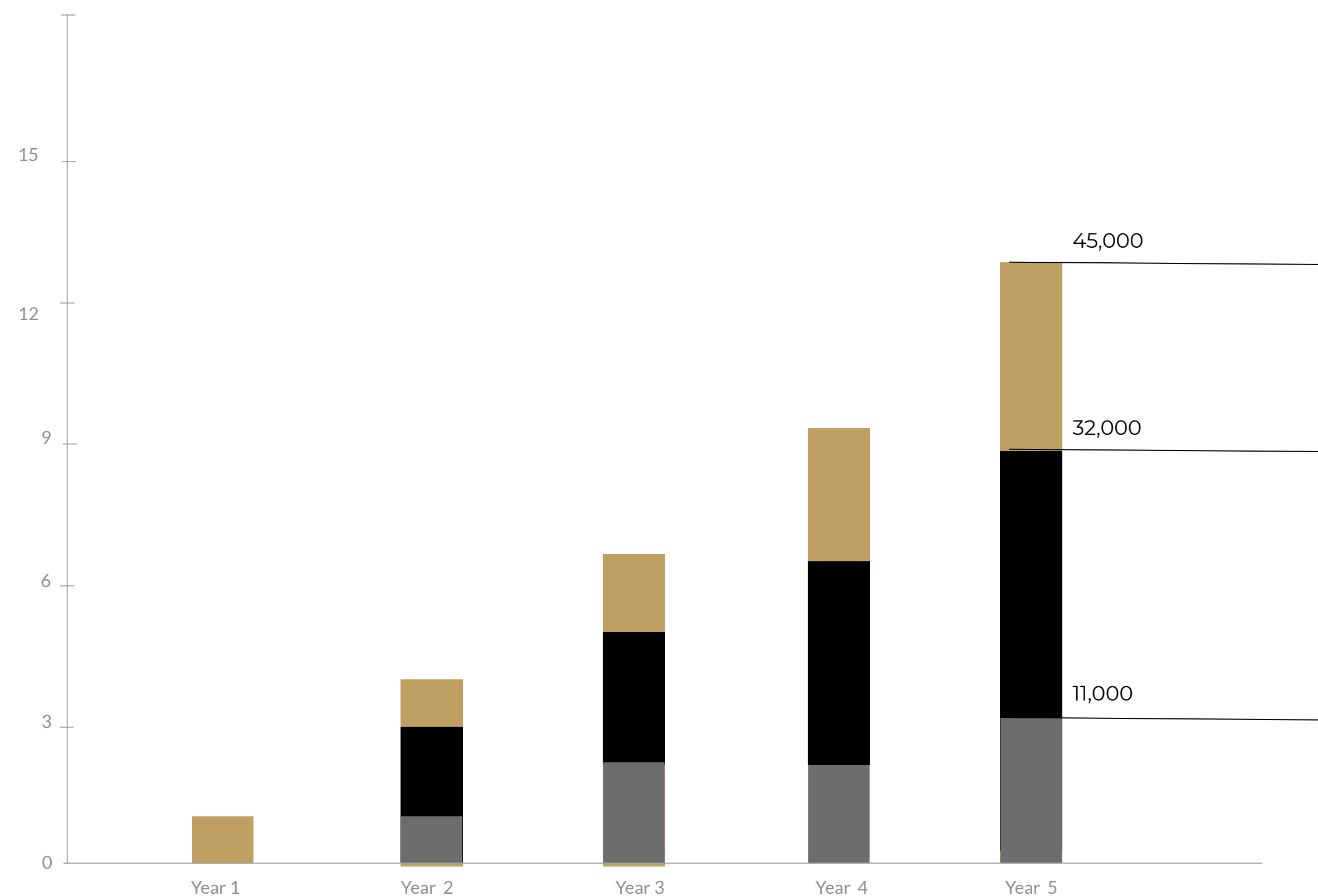
Best Case - We start out with one center and increase by 3 each year.

32K

Realistic Case - We start with one center and increase by 2 each year

11K

Worst Case - We start out with one center and increase by one center every 2 years



THREE YEARS FROM NOW

OUR STRATEGIES FOR SCALING WITHIN DHAKA

THIRD YEAR

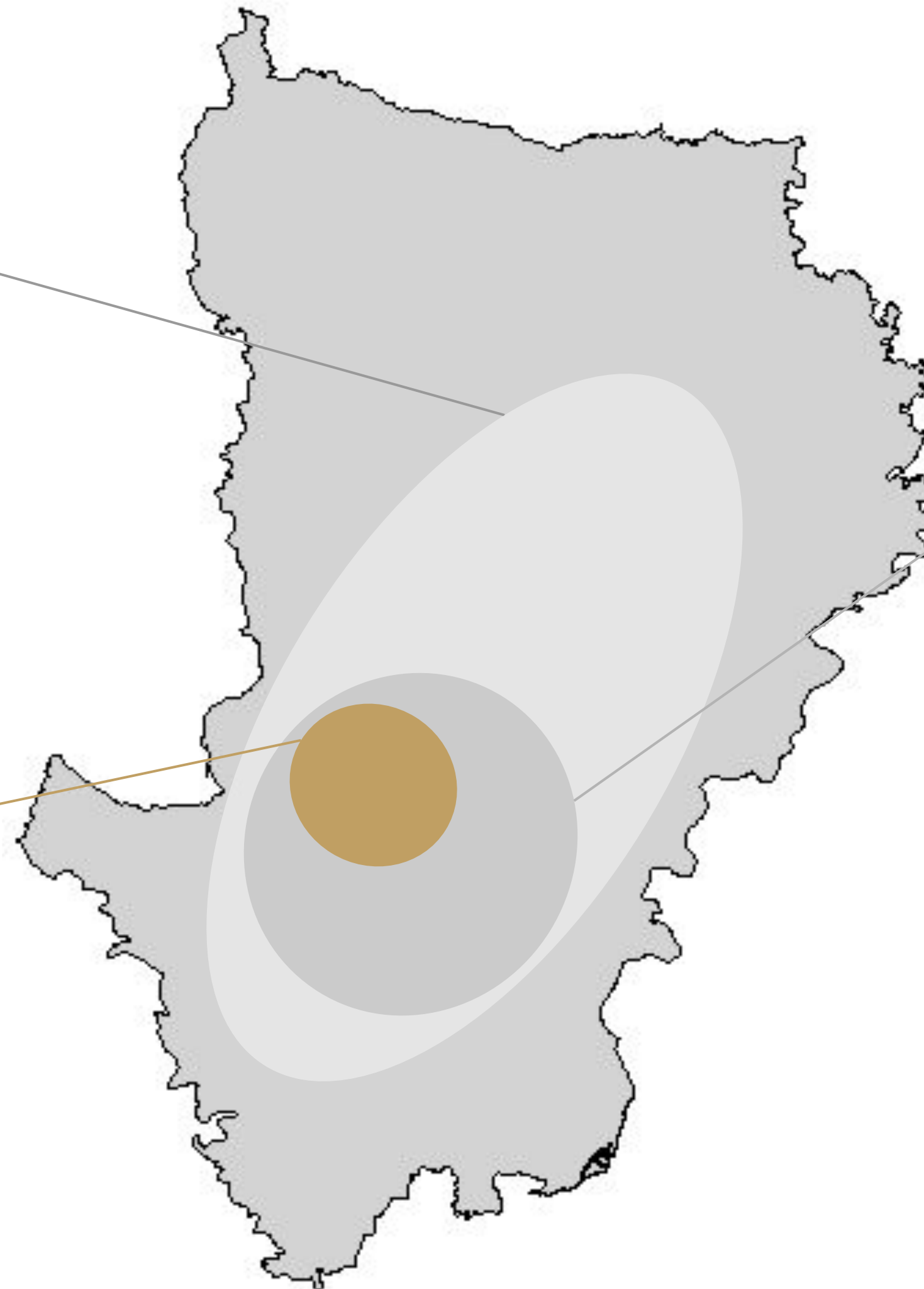
Similar to the second year, we will expand even more. However, this time we can also set up **training camps at places which have never had training centers before**, giving this opportunity to still densely populated areas for the first time.

SECOND YEAR

As we aim to create 3 more centers each year, **we want to increase our area of influence**. For this reason we can set up other centers nearby our first one.

FIRST YEAR

Around the areas of **Dhanmondi and Mogbazar**, there are **many already-existing IT centers** making the area a **good place to set up our first IT training center**.



With this approach, we can influence **38106** people in Dhaka by 2026

THREE TO FIVE YEARS FROM NOW

OUR STRATEGIES FOR SCALING WITHIN CHITTAGONG

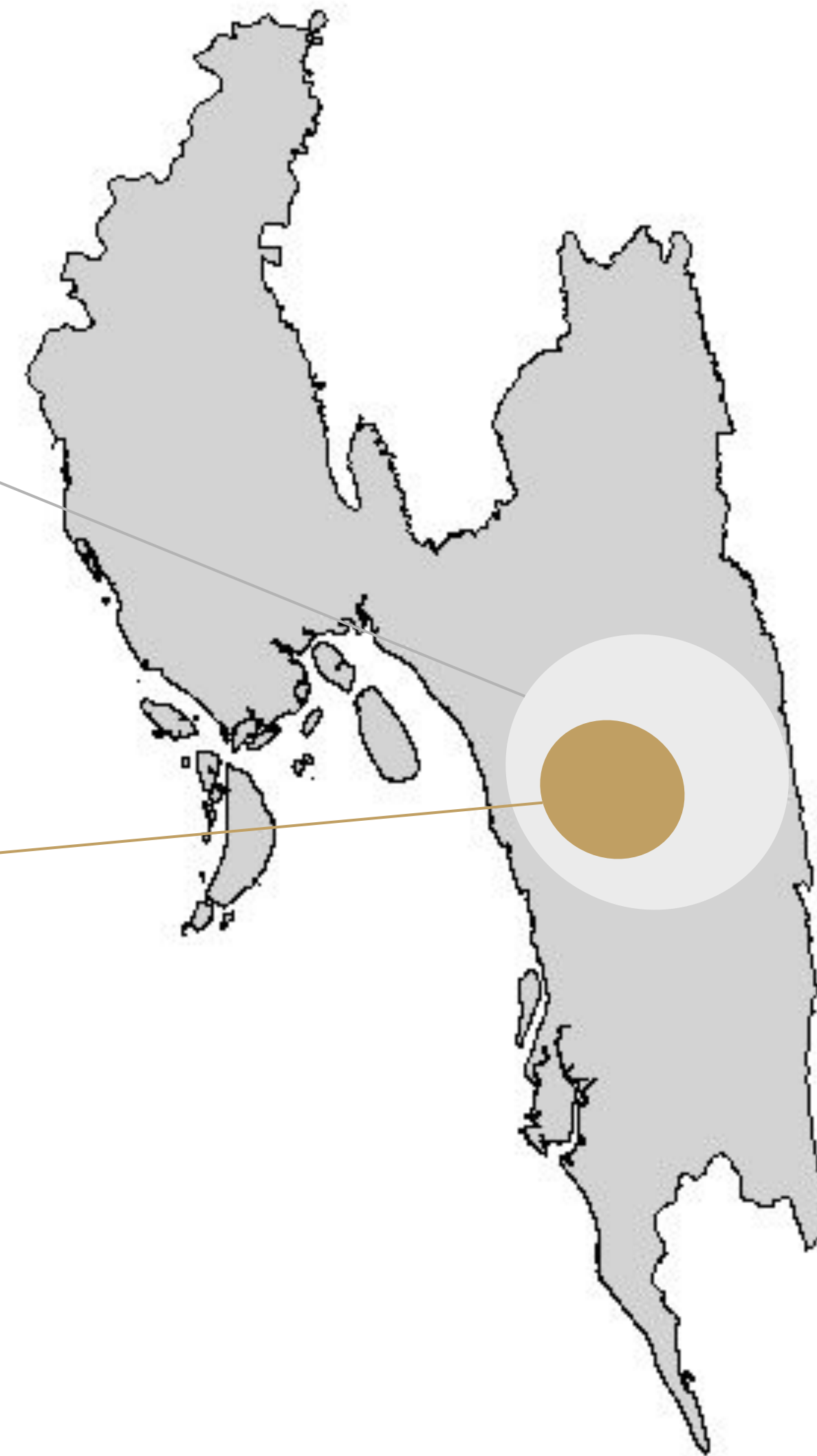
FIFTH YEAR

We will set up the rest in **Chattogram** since the population density in Chattogram is really high. Due to this, it is best that we set up the centers in Chattogram since **we want as much people in our area of influence as possible.**

With this approach, we can influence **10,368** people in Chattagong by 2026

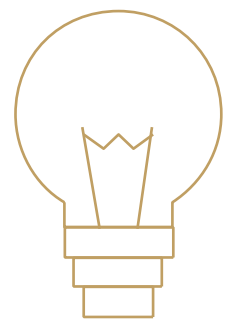
FOURTH YEAR

There are already **a few training centers in Chattogram**, which makes it self-evident to **put the first 3 training centers near that spot**



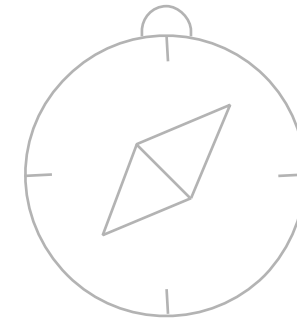
POTENTIAL BARRIERS

HOW CAN THIS RECOMMENDATION FAIL?



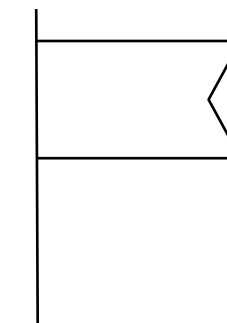
PERMISSION

Women do not have permission from their families as the families think that the course takes away more time than it cuts out, blocking women from doing childcare/housework



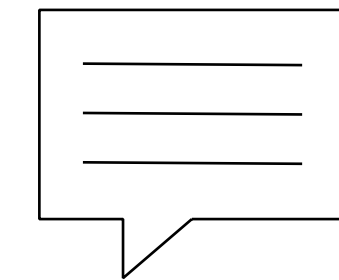
TRAVEL

Mothers are not willing to travel a far distance to the IT center/it is not possible.



GENDER BIAS

In the side of **employers**, they are **biased towards not employing women**, regardless of their education level.



TRUST ISSUES

Mothers do not trust the daycare in terms of looking after their children/mothers want to spend time with their children

WHAT WE ASK FROM THE UNDP

How we could run and maintain the centers to educate thousands with help from UNDP

	MONEY NEEDED	CENTER NUMBER
2022	\$78,000	1
2023	\$312,000	4
2024	\$546,000	7
2025	\$858,000	11
2026	\$1,092,000	14
AMOUNT	\$2,886,000	14

By 2026, to keep a fast pace of **+3 training centers per year**, we would need **approximately +\$234,000 annually from the UNDP**. This collectively **adds up to \$2,886,000** for a total by the end of 2026, with **14 centers running full time**.

However, this recommendation will not reach its full potential by 2026.

There are a lot of target customers who can get a whole lot of help from this recommendation from all over Bangladesh, as well as the world. By easily expanding, **we can exponentially grow in the upcoming decade to impact millions.**

If we were to ask the ones who find a job after the course to pay us 10% of their income for the first year after getting a job, **each center could generate a revenue of 86,500 dollars a year, each IT Center making 8,500 dollars of profit per year**, assuming that only 15% of our students immediately find a job.

The Knowledge Society x United Nations

ON A MORE PERSONAL NOTE

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THANK YOU

We would all like to thank you for this incredible opportunity to help make a difference in gender inequality all around the world. We have learned more than we could ever imagine throughout this journey and we hope we have made a difference in the United Nations' future decisions and their paths to help all women and girls.



Mir Ali Zain



Timucin Erbas



Henri Klein



Petar Isakovic

