



# A Bright Future in ICTs

Opportunities for a New Generation of Women

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# Introduction

1. Why deliberate attention to women is critical and important
2. Women's vested interests in managing climate change
3. Where women already lead
4. Conclusions



The background is a vibrant red color. It is decorated with abstract shapes: large, rounded green shapes, smaller grey circles, and white-outlined circles of various sizes. The shapes are scattered across the page, creating a dynamic and modern aesthetic.

Why deliberate attention to  
women is critical and important

# The promise of the Third Billion

- Nearly 1B women could enter the global economy in the next decade as employees, executives and entrepreneurs
- Some 865 M women will be of working age (20-65) by 2020 yet lack the fundamental requisites to contribute to their national economy (ILO)
- Of the 865M, 812M live in emerging and developing nations

## Strategy and Business article

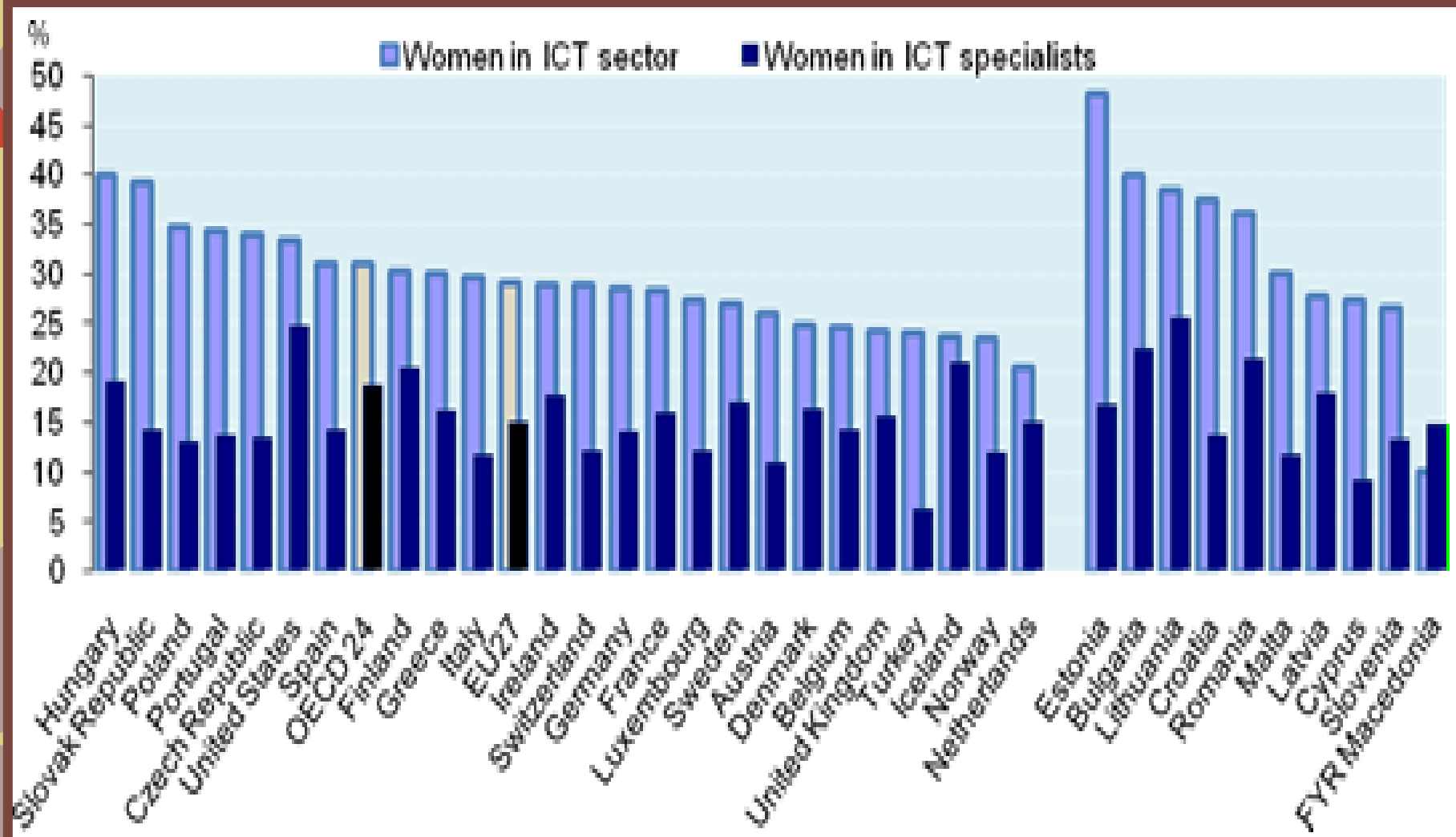
“In the midst of a great unemployment crisis, there is also a yawning talent gap. Recruiters seek applicants with scientific knowledge, communication skills and technological acumen that many high school and college graduates lack”.

*(Strategy & Business Autumn 2012)*

According to eSkills Monitor...

Europe anticipates filling as many as 700 000 IT jobs by 2015 in the ICT & telecom field; among them such critical areas as security of communications, devices and information, as well as voice, data, video management, the management of both new network devices, and methods of communications.

# Share of women in the ICT sector and in ICT specialist occupations in selected countries (2010)



# The “Gender Metric”

- Educating a girl one year beyond the national average boosts her earning power between 10 and 20%
- The World Economic Forum’s 2011 Gender Gap Index shows that a nation’s prosperity correlates with the level of parity between women and men
- In the Asia-Pacific region, countries are losing between \$42B and \$46 B by restricting women’s access to the workforce
- Worldwide, companies perform better and produce better ideas when their highest ranks have gender diversity



The background is a vibrant red color. It is decorated with several abstract elements: large, overlapping circles in a light green color; smaller, solid grey circles; and white-outlined circles of various sizes. Some of the green circles are partially obscured by the grey circles, creating a layered effect. The overall composition is dynamic and modern.

Women designing for change

# 1) Akanksha Hazari: Founder of m.Paani

- “We are this Gen Next, where our dreams have no walls. We’re better connected, better informed, and better resourced than any other generation in history. This makes us incredibly powerful.”



## 2) Anu Sridharan – Founder of NextDrop

“We questioned, why is that so? It’s the only way we’re actually innovating on the ground right now, because we took everything that we thought we knew about a system and threw it out the window. And we learned.”



### 3) Leila Janah – Founder & CEO of Samasource

*The greatest challenge of the next 50 years, I believe, will be to create dignified work for everyone... not through handouts and charity, but through market forces."*



## 4) Cher Wang \_ Founder of HTC

My hope is that those young women (who get HTC tablets) will be empowered to define a greater role for themselves and millions more will be empowered to the path of a more prosperous future. I strongly believe there should be a much greater role in technology for women, not only as users but also as innovators, business owners and industry leaders."



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# Women's vested interests in managing climate change

# Caribbean women farmer perspectives

- Women farmers I have worked with have a range of access to ICTs; some are restricted to cell phone access, others to radio contact but about 50% have internet access or, can at least arrange for internet access, at least once a week. In some countries such as Guyana the ISP and cell phone networks are seeking to expand services so that remote communities can access internet via cell phone.

More timely information from immediate weather warnings to long term strategies for protecting their farms and lands from erosion is of major concern.

Many are actively seeking information on traditional practices that might protect crops and soil.





# Eco-system based adaptation

“ecosystem-based adaptation (EBA)  
— must involve vulnerable groups,  
including women and communities  
greatly hit by global warming”

# Emerging livelihood opportunities in green economies

- Greening agriculture in developing countries, concentrating on smallholders, can reduce poverty while investing in the natural capital on which the poor depend.
- Greening the small farm sector through promotion and dissemination of sustainable practices could be the most effective way to make more food available to the poor and hungry, reduce poverty, increase carbon sequestration and access growing international markets for green products. P
- payments for Ecosystem Services (PES) are a potential formalized income stream for the rural poor, it remains to be seen how much of these payment schemes might benefit women.

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Conclusions

<http://girlsinict.org>



# Girls in ICT Portal





# The Future is Here

- The dimensions of the **knowledge economy** are expanding
- Communication technologies are becoming forces of **social change**
- **Virtual and physical** worlds are closing together in dynamic ways across different platforms
- **New demand** for new goods and new services

Thank You!



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