



# Digital Literacy for Adult Housewives

Digitally Literate Women for Better Future!



# Department of Teacher Education



# Team Members

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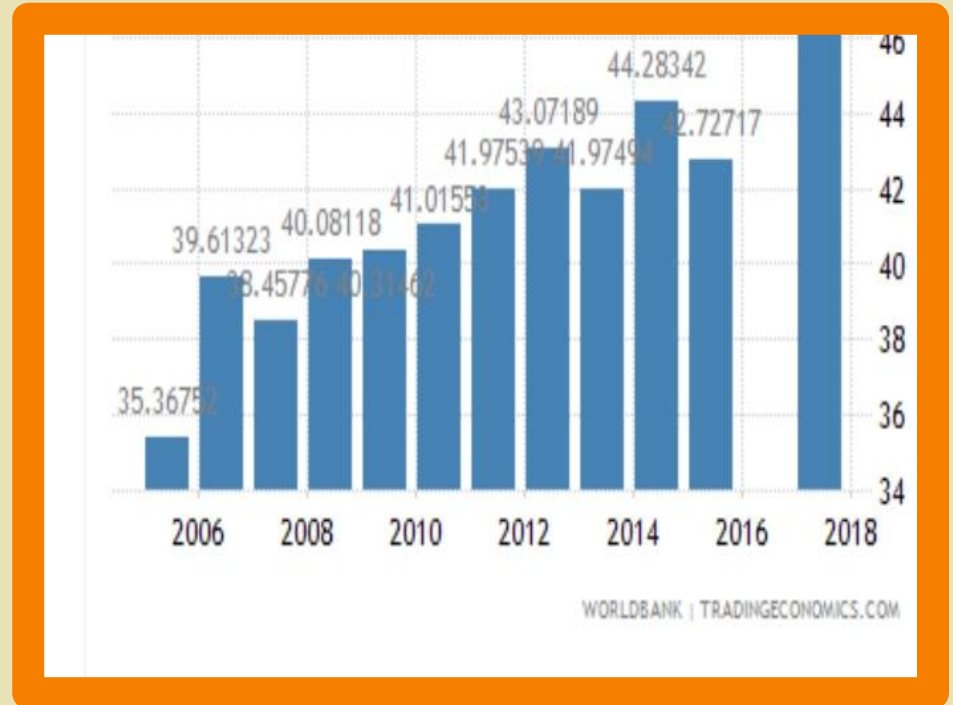
# Problem Statement

- Housewives with limited education
- Eager to learn something but restricted by time
- Cannot step out of the house
- Struggling in creating new opportunities
- Can make good use of digital medium as they have so many skills to share
- Productive use of social Media



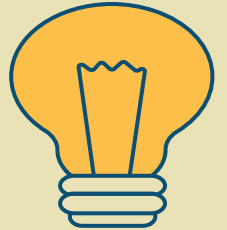
# Statistics of literacy of adults womens

Literacy rate, adult female (% of females ages 15 and above) in Pakistan was reported at 46.47 % in 2017, according to the World Bank collection of development indicators, compiled from officially recognized sources. Pakistan - sourced from the World Bank on November of 2021.



# Solutions

- Learn better
- Be independent
- Connect with other
- Earn from digital platforms



# How does the application work?

## Features

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**01**

This is an online app & it is bi-lingual

**02**

User needs to login with ID & password if they don't have, they need to sign up

**03**

User will directly enrolled after sign in as an educator.

**04**

Users can communicate with each other.

**05**

It includes courses.  
\*Teaching English.  
\*Use of social media app effectively.  
\*Using of General apps.

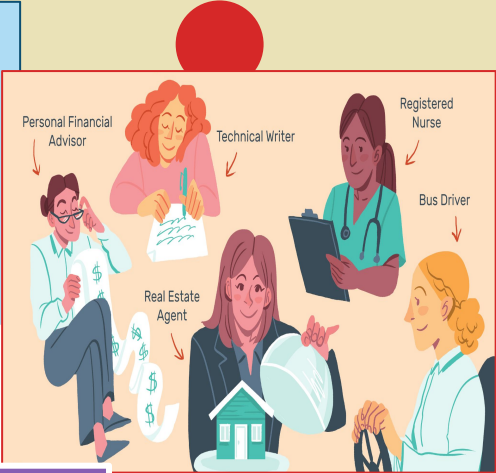
**06**

We will provide short videos along with subtitles for the content of the courses

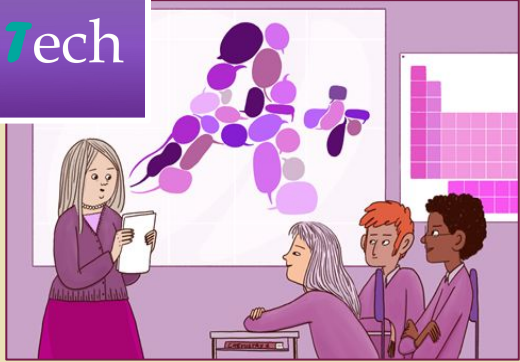
# Business Model

WoTech is the next big thing.

- One for all, All for One
- Customer Relationship
- Become a Member
- Profit = Networking



WoTech



Together we are strong

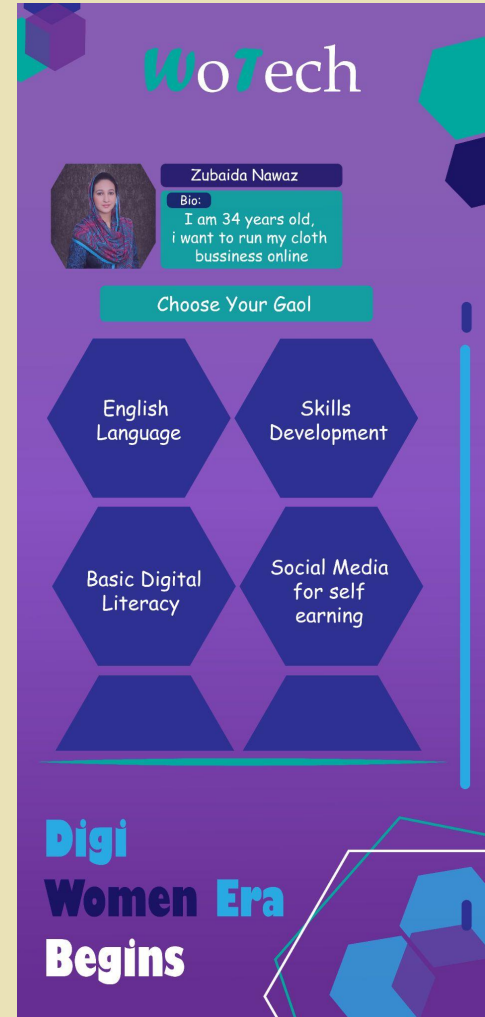
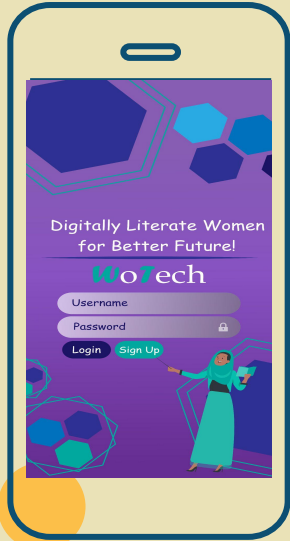
Heading towards better future

# Road Map of

- We will be eventually be adding a voice board feature that will help limit the difficulty of typing.
- We have a plan to expand our team and work on marketing our app in a way that more and more adult women will be enrolling on to our application.
- We will also be introducing a friendly space for the women to interact with each other.
- If they face any difficulties using the application they can contact a toll free number and a professional will guide them step by step.



# Prototype





# Thank You

Digitally Literate Women for Better Future!