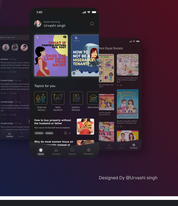
GAP

to more equal society

• DESIGN BY ITSHA

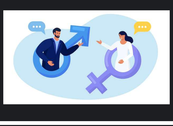


Designed By @Ananshi singh.

My Process

What Is Gender Equality?

Gender equality, also known as sexual equality or equality of the sexes, is the state of equal ease of access to resources and equal opportunities regardless of gender, including economic participation and decision making, and the state of valuing different behaviors, aspirations and needs equally, regardless of gender.



But.....

Despite years of hard and constant work towards gender equality, women are still underrepresented in the technology industry, being only 17.5% of the tech workforce worldwide and holding only 5% of leadership positions. While progress in gender equality is evident, women between the ages of 18-35, particularly in rural communities, continue to face gender-based adversity when accessing career opportunities and socio-economic growth.

This gender gap and the lack of representation among the tech role models, it's responsible for women all around the world being deterred from pursuing positions in STEM, or not even considering it.

"Women are restricted from enrolling in certain jobs or industries in almost 50% of countries."

Women are paid 16-22% less than men globally.

Globally, 1 in 5 girls under 18 are married, mostly in sub-saharan and southern polularity

Primary Research

Methodology

Online survey | Personal Interview | Focus group study

43% are held back due to family/ motherhood

65% seek proper mentorship, leadership and entrepreneurial guidance

35% women face economic instability due to low wages, unpredictable income and less payment than their male counterparts

Results

43% Thinks being part of a community it's a powerful factor.

65% women not aware of their all rights

35% women face economic instability due to low wages, unpredictable income and less payment than their male counterparts

Key Insights

Skepticism

Women are more likely to be victims of harassment and therefore need to be more safety-conscious than men. Hence, women tend to be skeptical of information about opportunities.

"Most of touch is an unreliable way to get information because I cannot verify the authenticity of the information I am getting."

Confidence

Negative stereotypes of women often lead to self-doubt and low self-esteem, which can be a barrier to networking and in career.

"I have doubts and lack self-confidence. This has hindered me from reaching out to people that might have valuable information about opportunities."

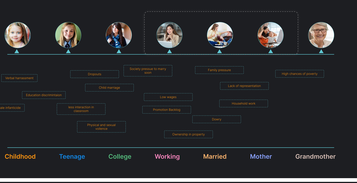
Digital and Financial literacy

The internet offers a wealth of opportunities for everyone. Some women, however, miss out on these opportunities because of their limited digital literacy.

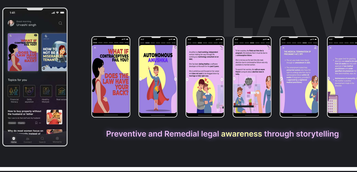
"I do earn well but other than stocks I never invested my money in other way possible, as I am not aware of it"

Personas

Types of discrimination women face in lifetime



Home Screen



Preventive and Remedial legal awareness through storytelling

Connect

Your safe vibrant community to help each other

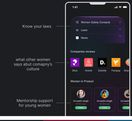
Keep in touch with women like you

Learn from other's experiences

Ask your question

Grow

Be your best



Know your lows

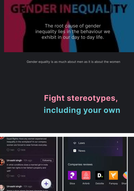
what other women says about company's culture

Mentorship support for young women

Is gender equality only for women?

Stories

To promote equality in our day to day life



Fight stereotypes, including your own

ALL SCREENS