

ALL INDIA WOMEN'S CONFERENCE

Sahaspur, Dehradun branch

Digital Literacy Case Study success story:

Nusart is the daughter of a farmer, who was extremely protective of her. Since he did not want his daughter to be influenced in any "bad environment," he made her quit school after class VIII. AIWC volunteers persuaded Nusrat to not give up her studies. Fortunately, her mother had different approach and understood the value of education and empowerment. Together Nusrat and her mother were able to convince the father to allow her complete Class XII.

Information technology has revolutionized the world as never before. Technology, being a tool for empowerment and a bridge between hope and opportunity, is one of the crucial pillars through which one can successfully build personal confidence & self-esteem.

Digital Literacy Program supported by All India Women's Conference Delhi and run by AIWC Sahaspur Rural Branch equipped Nusrat with skills for employment. She began her career in 'Smile Stores' chain as counter sales girl. Due to her exposure to digital learning and e-marketing, within 6 months was handling their web orders and supply chain management of Dehradun. After 2 years' experience, she is now successfully working with a top chain of cosmetic stores and handling their supply chain management portal. She aspires to have her own supply chain stores and online sales portal. Nusrat is now the main bread earner in her family and being the eldest daughter is supporting her siblings - 3 sisters and 1 brothers in their education.

Nusrat is now perusing her higher studies in Bachelor of Arts through Uttarakhand University.

