**ON THIS INTERNATIONAL DAY OF THE GIRL, LET US RECOMMIT TO SUPPORTING EVERY GIRL TO DEVELOP HER SKILLS, ENTER THE WORKFORCE ON EQUAL TERMS AND REACH HER FULL POTENTIAL.**

*UN Secretary-General António Guterres*

# GIRL DIGITAL LEADER

**UN 2018 Theme: With Her: A Skilled GirlForce**

*International Day of Girl; 11th October 2018*

# EMPOWERING THE 50%

*Total population of women in the world*

Pakistan's leading sustainable social enterprise "Girl Digital Leader; focused on building opportunities for young women across the globe via digital enablement, employment, entrepreneurship and financial independency.

Girl Digital Leader is comprise of fully funded digital literacy, financial literacy & entrepreneurship bootcamp. The bootcamp is a 10 hours deliberately designed and focused curriculum based on capacity building training; alongside connecting them with a safe digital platform that empower young women to utilized it as their respective earning source. In addition to that “Girl Digital Leader” is determined to develop an influential gender specific, digitally aware cohort that intends to disrupt the world’s digital space with female voices.

“Girl Digital Leader” is a comprehensive digital literacy program specifically targeting young and mid-career level women in order to bridge the vast technological gender gap and igniting their potential by providing them a home based earning source. The participation of women in technological revolution is integral to explore greatest opportunities and new possibilities to strengthen the industry as whole. Unlike just talking over the persistent gender gap and less women in STEM fields, we are taking deliberate actions to cope this staggering situation.

**With this initiative we are solving an integral problem in the financial space; "banking the non-bankers" by empowering base of the pyramid earning less than $5 - $2 per day income group (base of the pyramid) , specifically WOMEN via financial literacy and independence.**

# The Problem

**Our Focus Area**

## WEAK BARGAINING POWER

**3%** Women have bank accounts in Pakistan

**150** Rupees is per day wage of women working in informal sector

**320** Million women girls are living below the poverty line.

## LACK OF DIGITAL LITERACY

**20%** is the population of women in online world in Pakistan.

**12%** is the global internet user gender gap.

**600** Million girls will enter into world of work in 10 years without digital skills

## CYBER BULLY & HARASSMENT

**70%** of girls are afraid of posting pictures online because they could be misused.

**40%** of girls had been stalked & harrased via messaging app.

**27%** of complaints National Response Center for Cyber Crime (NR3C) are by female complainants

100%

SUSTAINABLE DEVELOPMENT GOALS

**Following the mission of United Nations #SDG5; to eradicate all kinds of discrimination against women, equal utilization of digital media & internet is INTEGRAL.**

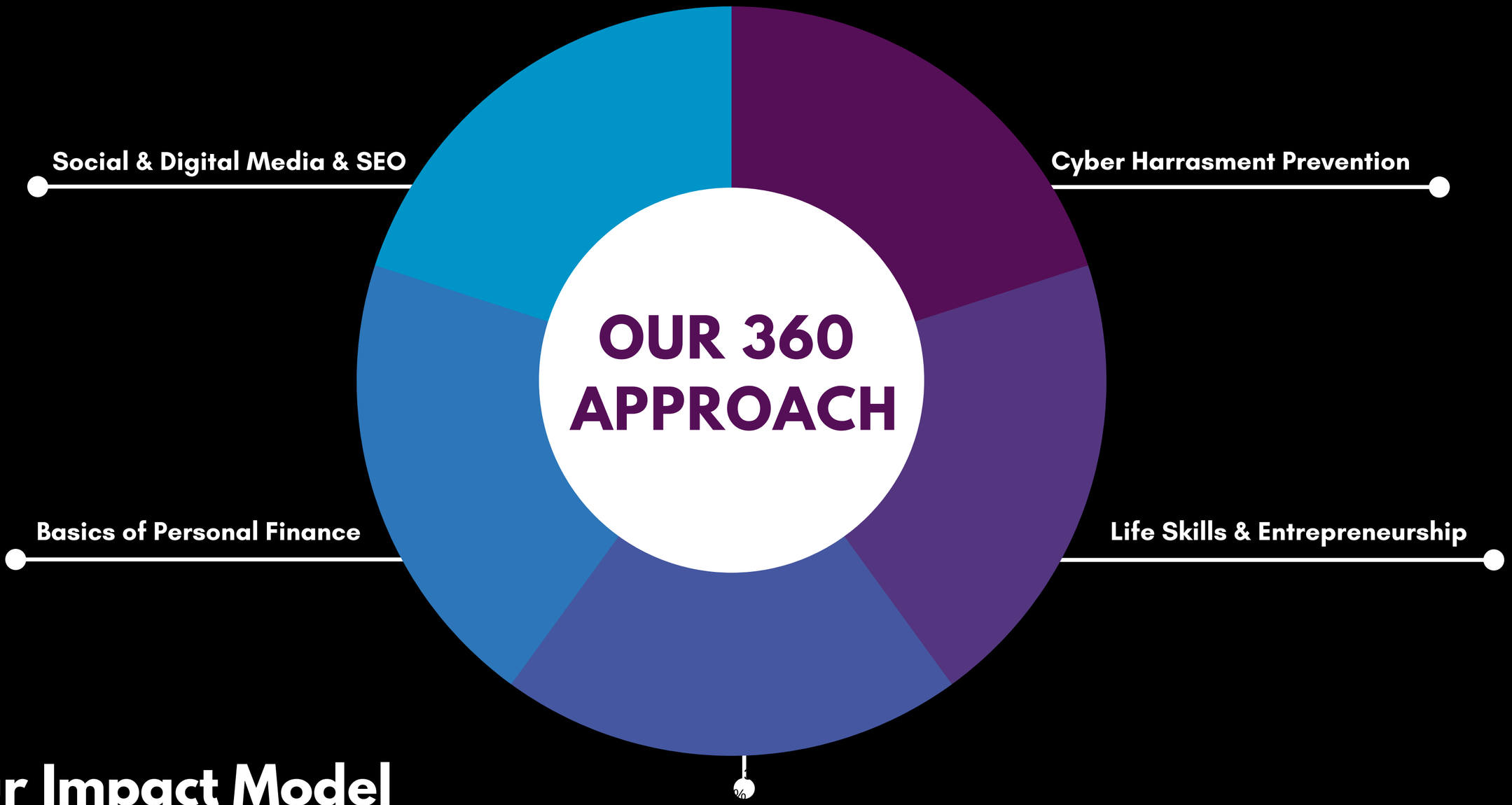
**Till today, Pakistan's**

# 75% - 80%

**of online population is comprised of males**

# WE WANT TO CHANGE THE EQUATION!
# HERE'S WHAT OUR SOLUTION

**EMPOWERING**
**ONE MILLION YOUNG WOMEN**
**THROUGH DIGITAL MEDIA, CONNECTIVITY &**
**FINANCIAL INCLUSION.**




# Our Impact Model

How we empower young women

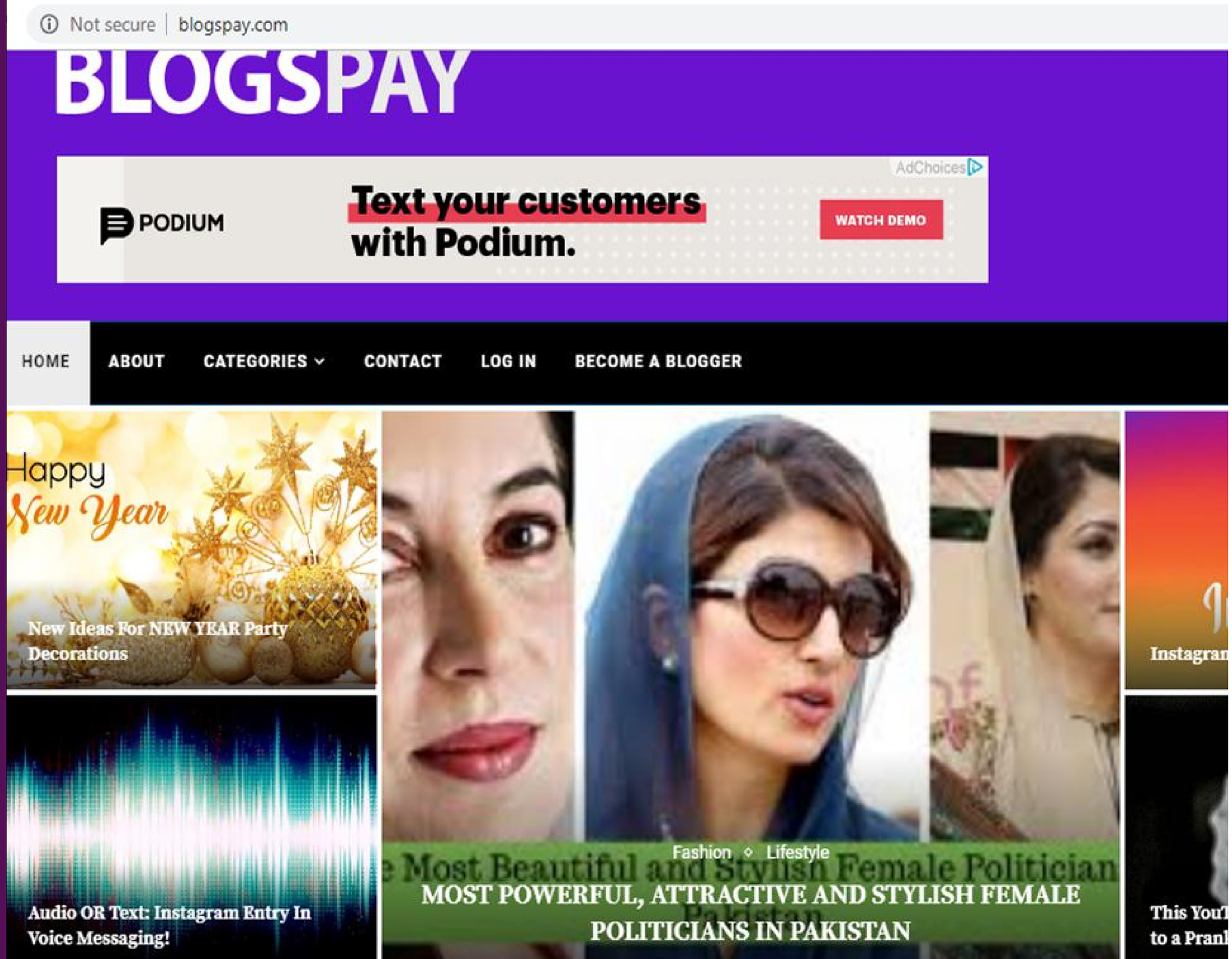
# ON SUCCESSFUL COMPLETION OF TRAINING

THE TRAINEES WILL THEN OFFERED A SELF-EMPLOYMENT AT THE COMFORT OF THEIR HOMES AT BLOGSPAY.COM. HERE GIRLS AMPLIFY THEIR OWN VOICE & SHOWCASE THEIR TALENT

- 1500+ Blog Posts
- 30+ Vlogs
- 200 Female Bloggers
- 20,000+ Unique Page Vlews
- 02:01 Avg. Session Duration
- 8000+ New Users

## Blogspay.com

**In a Nutshell**



# Our Impact

**In numbers**

# Sustainability

**How our initiative is self-sustainable?**

## Sponsored Content

- Articles
- Vudeos
- Pictures
- Tutorials
- Promotions

## Advertisers

Local ads by sponsors

## Video Monetization

Content Syndication

## Grants & CSR

Grantees & Organizations with girl education CSR initiative.

## Fundraising

Lead by communities influential people to support girls digital education.

# Be a Part!

**How you can support us?**

**Become our Ambassador**

**Become an honorary contributor at Blogspay.com**

**Fundraise for us**

**Be our social media advocate**

**Outreach for employment & educational partnerships**

For details, Get in touch with
Humaira Anwar -
Head; Girl Digital Leader
via email at
humaira@blogspay.com
& via call at 03012692654

# Be a Part!

**How you can support us?**

## Sponsor a Girl's Education

We need your help in taking this mission forward and run more free training sessions to reach our goal of training 1 Million young women in Digital Literacy.

**5,000 PKR/ 50 USD**

1 Girl Transport & Food

**10,000 PKR/ 100 USD**

Enable us to reach out to the girls & provide them education

**20,000 PKR/200 USD**

1 Girl's Education

**100,000 PKR/1000 USD**

1 Training Session (50 Trainees)

For details, Get in touch with
Humaira Anwar -
Head; Girl Digital Leader
via email at humaira@blogspay.com
& via call at 03012692654

# Our Partners

**Special Thanks to them!**

# Few Glimpses

**Of our trainings at different institutions**

# WE HAVE TRANSFORM THE LIVES OF 500 YOUNG WOMEN IN 2018

## AND CONTINUE TO IMPACT MORE THROUGH DIGITAL EMPOWERMENT