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Kaarvan Crafts Foundation: embracing digital literacy for women empowerment

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CASE TEACHING NOTES

Abstract

Learning outcomes

The learning outcomes are as follows: educate the students about the challenges in the development sector in general and in work of organizations working for women empowerment in particular; understand the overall concept of women empowerment *vis-à-vis* social entrepreneurship; explain the importance of technology in entrepreneurship, social entrepreneurship and development sector especially in marginalized communities in developing countries; and learn operational-level resource management in a resource-constrained setting of a non-profit sector.

Case overview/synopsis

Kaarvan Crafts Foundation (referred to as Kaarvan henceforth) worked for women empowerment in Pakistan with a focus on creating economic opportunities for rural women entrepreneurs. The case shares different initiatives by Kaarvan for creating opportunities for economic empowerment of rural women entrepreneurs. The main focus of the case is a program "Digitize to Equalize" in which Kaarvan offered digital literacy training to rural women entrepreneurs. The program involved developing an ecommerce platform where rural women entrepreneurs could sell their handicrafts and other products. A comprehensive training activity was designed as part of the program to facilitate trainees to sell their products on a purpose-built website. The training covered different activities ranging from using smartphones, basic product photography to order handling. Even in the initial phase, the challenges were somewhat unexpected for the team as they grappled with diversity of learning among the trainees. Few trainee women were able to learn the skills quickly and requested their trainers from Kaarvan to train them on widely popular skills of social media marketing. At the same time, other trainees were struggling with basic skills and needed more time to get basics right. Because the program had limited resources, Kaarvan's management found themselves in a fix. The mission-oriented organization wanted to ensure the best possible opportunities for the trainees but the resources did not permit to create separate cohorts for different training areas.

Complexity academic level

In terms of complexity, this case study is suited for business students enrolled in senior undergraduate, graduate programs and executive MBA programs.

Supplementary materials

Teaching Notes are available for educators only.

Subject code

CSS 7: Management Science.

Keywords

Social marketing | Training and development | Digital Marketing | Entrepreneurship

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