FIELD VISIT TO NUH, HARYANA

Before starting of the program, a field visit was conducted to Nuh District, Haryana on 28th October 2020. The purpose of the visit was to understand the project from the perspective of Digital Sarthak as well as the women entrepreneurs. One-day visit comprised of meeting the Digital Sarthaks as well as few of the women entrepreneurs.

Following are the observations from the visit

- Limited availability of smartphones
- Demographical characteristics differs from villages to villages

The characteristics of the women entrepreneurs differs even within the districts and it cannot be generalised. For example, women from a village who live near to urban areas were more adaptable to technology compared to a remote village in the same district. The reason being better access to
information and services. Some of the other characteristics which differ are open-ness in communication, self-confidence, progressiveness of the region. This has a causality to the training given by Digital Sarthaks and the pace of activities being conducted and completed in the different regions.

- Infants accompanying with WEs during the training may affect its effectiveness.

- During the meeting with the women entrepreneurs, it was observed that many WEs had to bring their infants along with them. This may be a probable hindrance during conducting of the training sessions by the Digital Sarthaks and may affect the effectiveness of learning curve of women entrepreneurs. Women Entrepreneurs who have enrolled for the program are mainly engaged in stitching, carpet making, and animal husbandry.

- All the DSs met during the field visit had some previous experience of working with the community and were confident about providing the training.
An artist without digital connect

During the visit, one of the women entrepreneurs was a self-learnt artist. She is an expert when it comes to drawing portraits and landscape paintings. She has participated in college university competitions and local competitions but had no idea on how to leverage the online platforms like Instagram, Facebook, and such others for promoting her art. The one-year Digital Sarthak program aims at identifying such potential women and providing them with access to the latest and much-needed digital space for promoting their livelihood.

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Some of artist's work