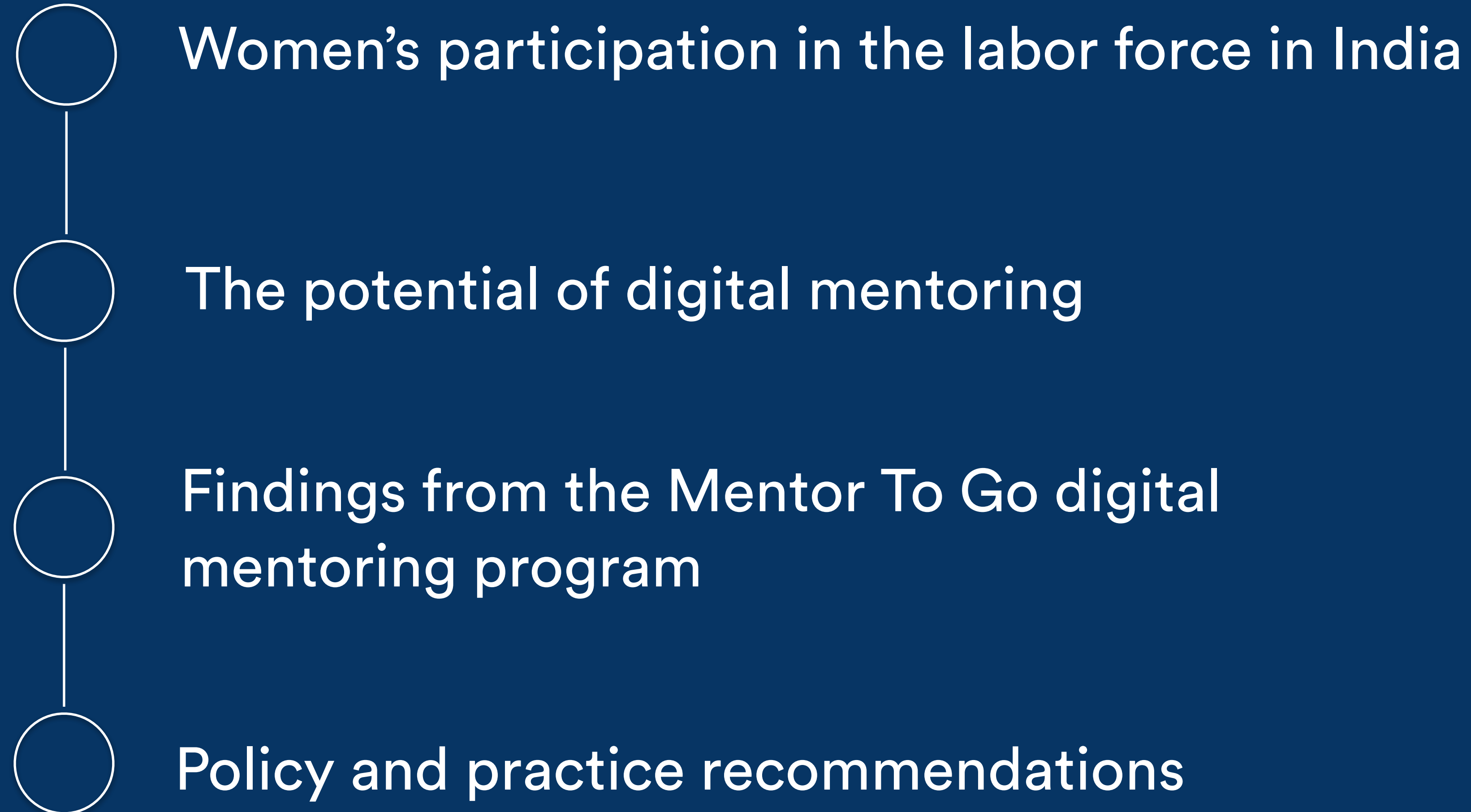


# Unlocking young women's economic potential through digital mentoring in India

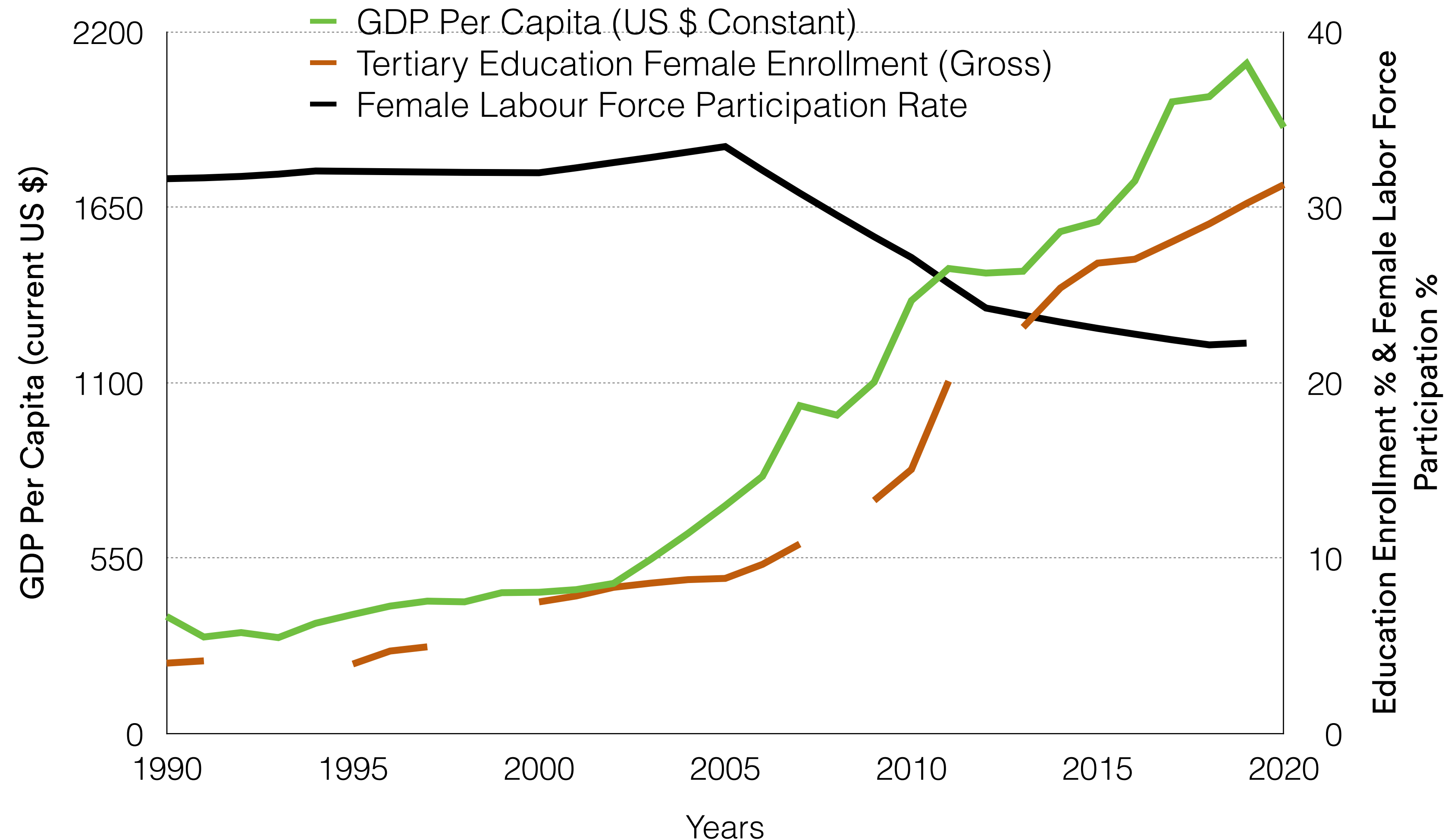
Arundhuti Gupta  
December 2, 2021



# Flow



# Economic growth, increasing access to education, yet...



Source: World Bank Development Indicators. See detailed references in the full policy brief at [bit.ly/digitalmentoringpolicy](https://bit.ly/digitalmentoringpolicy)

# Triple impact



Skills deficit



Network gap



Restrictive  
gender norms

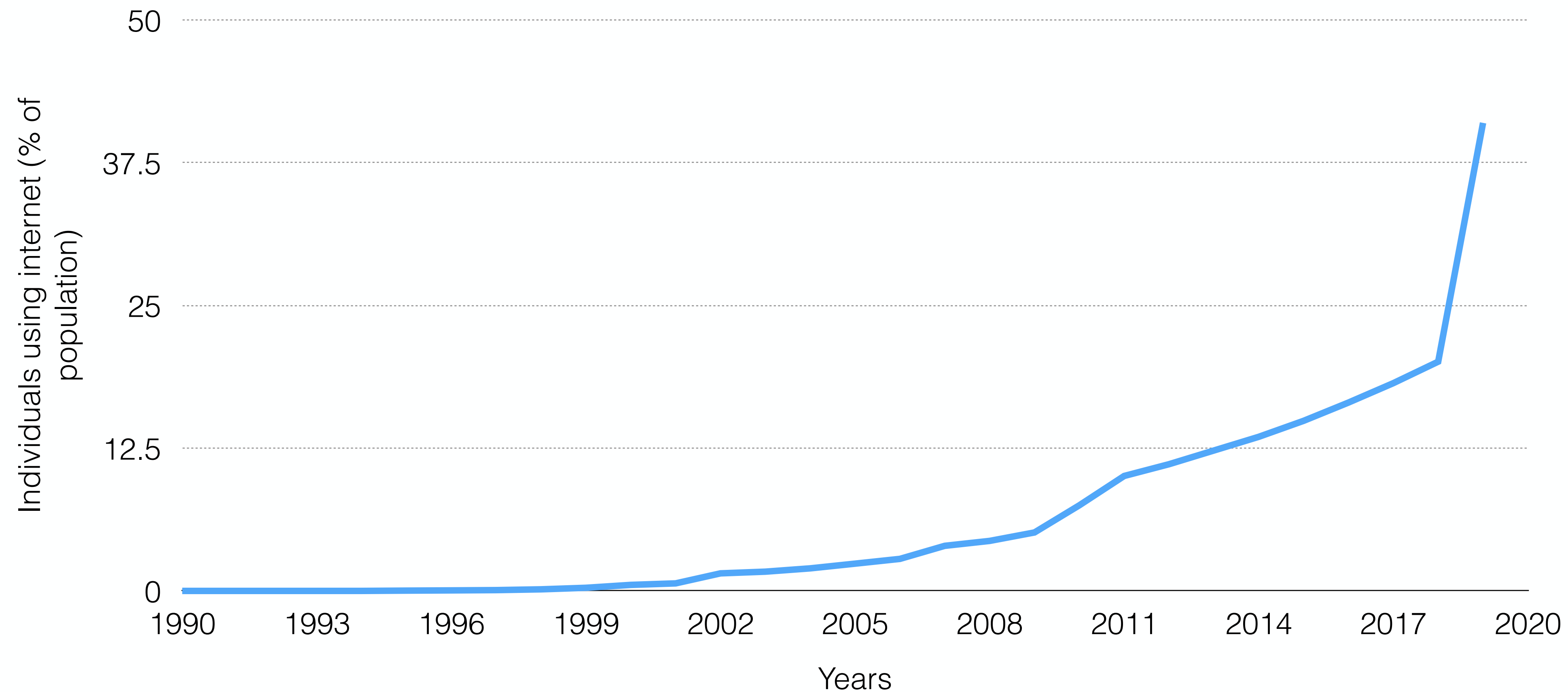
**How do we tackle  
this triple threat at  
scale for 19 million  
young women  
currently in tertiary  
education?**



# A Digital Mentoring Policy and Practice Ecosystem



# Rapidly increasing internet usage



Source: World Bank Development Indicators. See detailed references in the full policy brief at [bit.ly/digitalmentoringpolicy](https://bit.ly/digitalmentoringpolicy)

# Digital mentoring can tackle these deficits



Increasing women's labor force participation



Skills exchange

1:1 matching of  
mentors and  
mentees



Networks of  
opportunity

Efficient social  
capital  
exchange



Role models of  
new gender norms

Influencing  
traditional  
mindsets



# Research questions

**Did digital mentoring reach young women?**

**Did it improve skills, give access to networks, and transform gender norms?**

# Data from the Mentor To Go program



**7000+**

mentee applications



**4000+**

mentor applications



**1093**

mentorships made



**6**

intermediate outcome  
measures



**13**

interviews with  
mentors &  
mentees



**156**

survey responses

# Reaching young women across India

**70%** of all mentorships

**Indian states and union territories represented in the mentee group:**

Karnataka, Telangana, Maharashtra, Andhra Pradesh, Rajasthan, Delhi, Gujarat, Haryana, Uttar Pradesh, Bihar

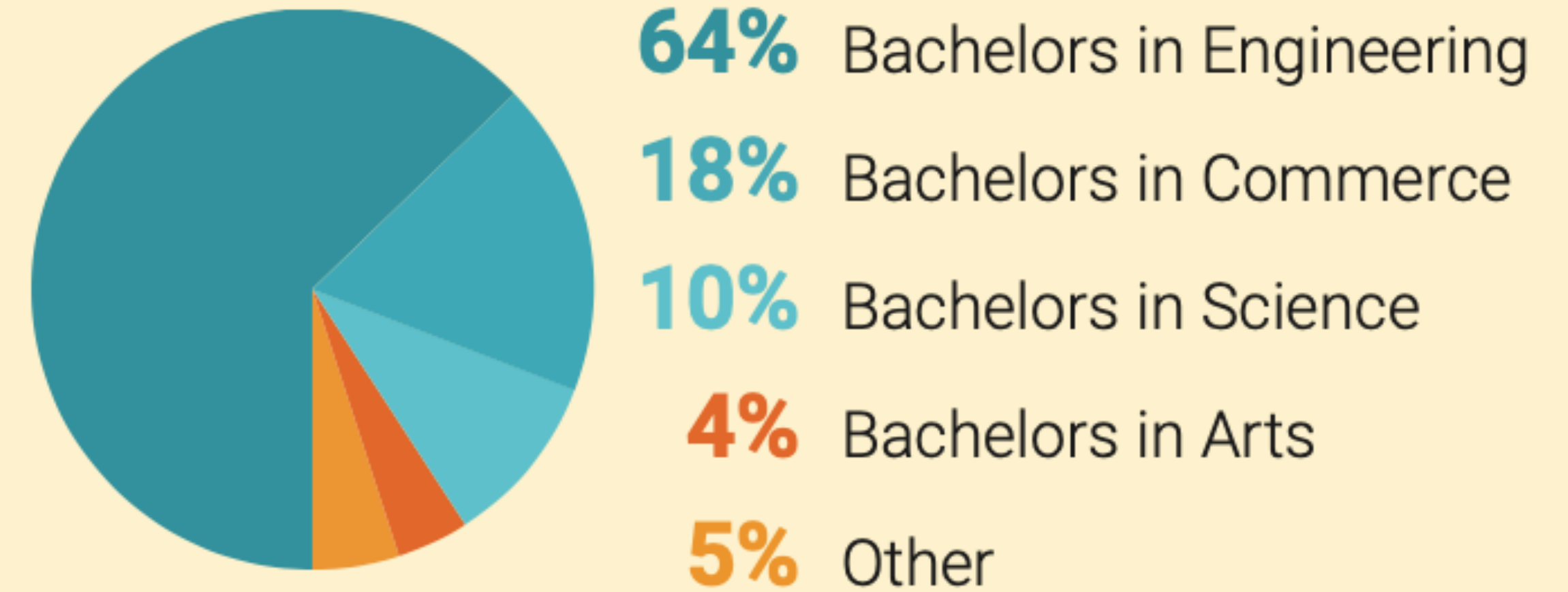
**19.8 years**

Average age

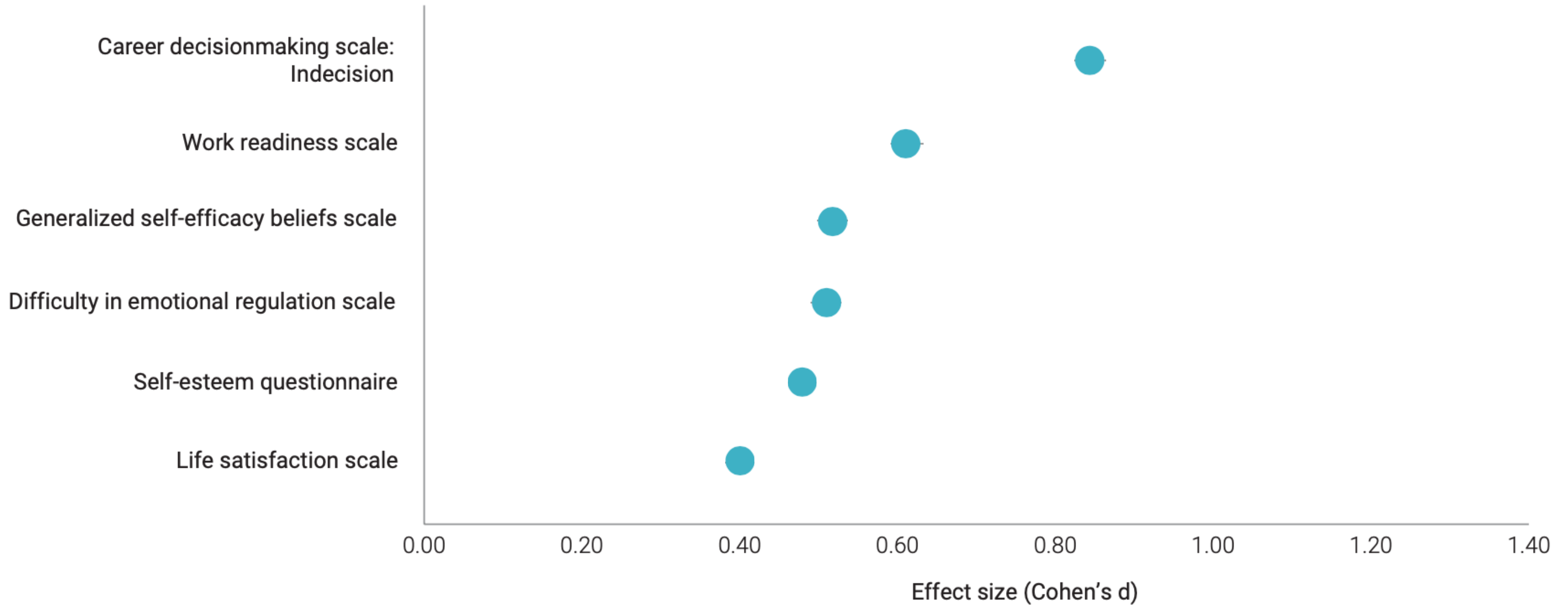
**89%**


Come from a family with an annual income less than US\$6,667


**Degrees focused on in tertiary education**



# Addressing the skills gap



 SESSION DETAIL



**The Value of Values (mandatory)**  
DISCOVERING MY VALUES


2-3  
hours


7  
steps


Planning Tips

In the session, follow this routine:

- Self-Learning for Steps 1, 2, 3 and 4
- Followed by a Pair-Call



 SESSION DETAIL



**All About Emotions (optional)**  
EMOTIONAL REGULATION


2-3  
hours


8  
steps

Planning Tips

In the session, follow this routine:

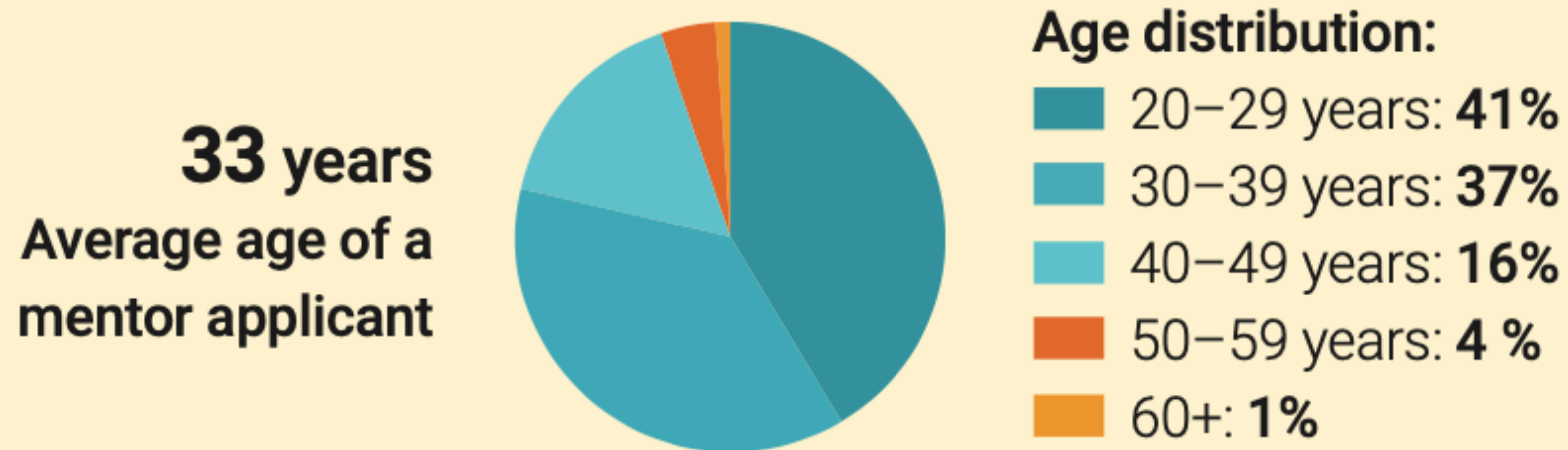
- Self-Learning for Steps 1, 2, 3, 4 and 5





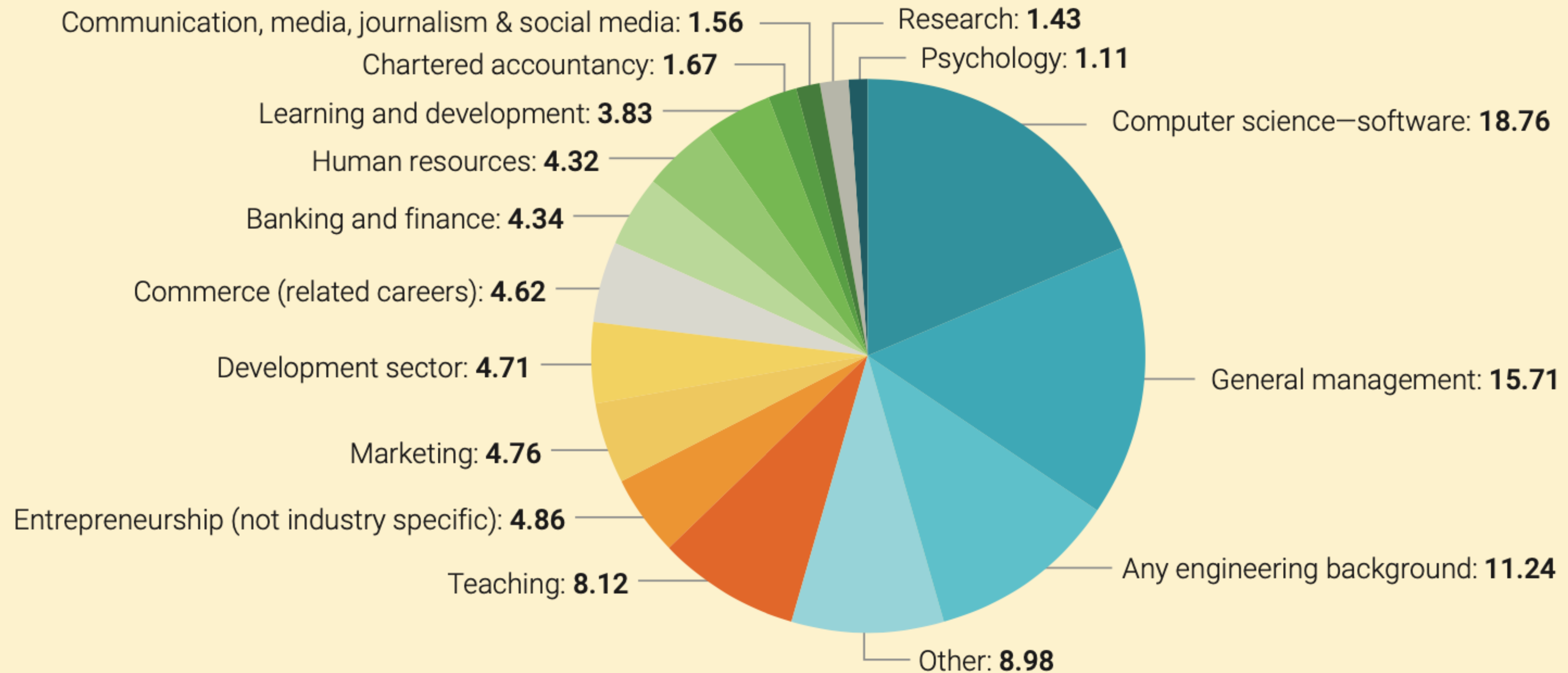
“ ‘Roadmap To My Vision’ was my favorite session... because [it] explained really well how to plan, keep oneself disciplined...I was able to plan well after that and also test myself weekly on ... my weaknesses and strengths, and how I can improve.”

# An experienced, gender-balanced network



# With immense latent social capital

## Career domains amongst mentor group



# One world of transformative gender norms

“And you feel that ... you're sharing the dream. It is not her dream, it is *our* dream ... when you see young women who want to change the world ... if you can help them even a little bit to change the world positively, we need to..”

Mentor, 64, Delhi

# Yet another parallel world of traditional gender norms

“I don't have much time. Because in India in general, most girls get married at 23 or 24. In my family sometimes 20, 21. But I've been given a chance from my parents that yes, I can do post-graduate studies, and after that I can get a job. And then I will have to get married. So I don't have much time.”

Mentee, 19, Maharashtra

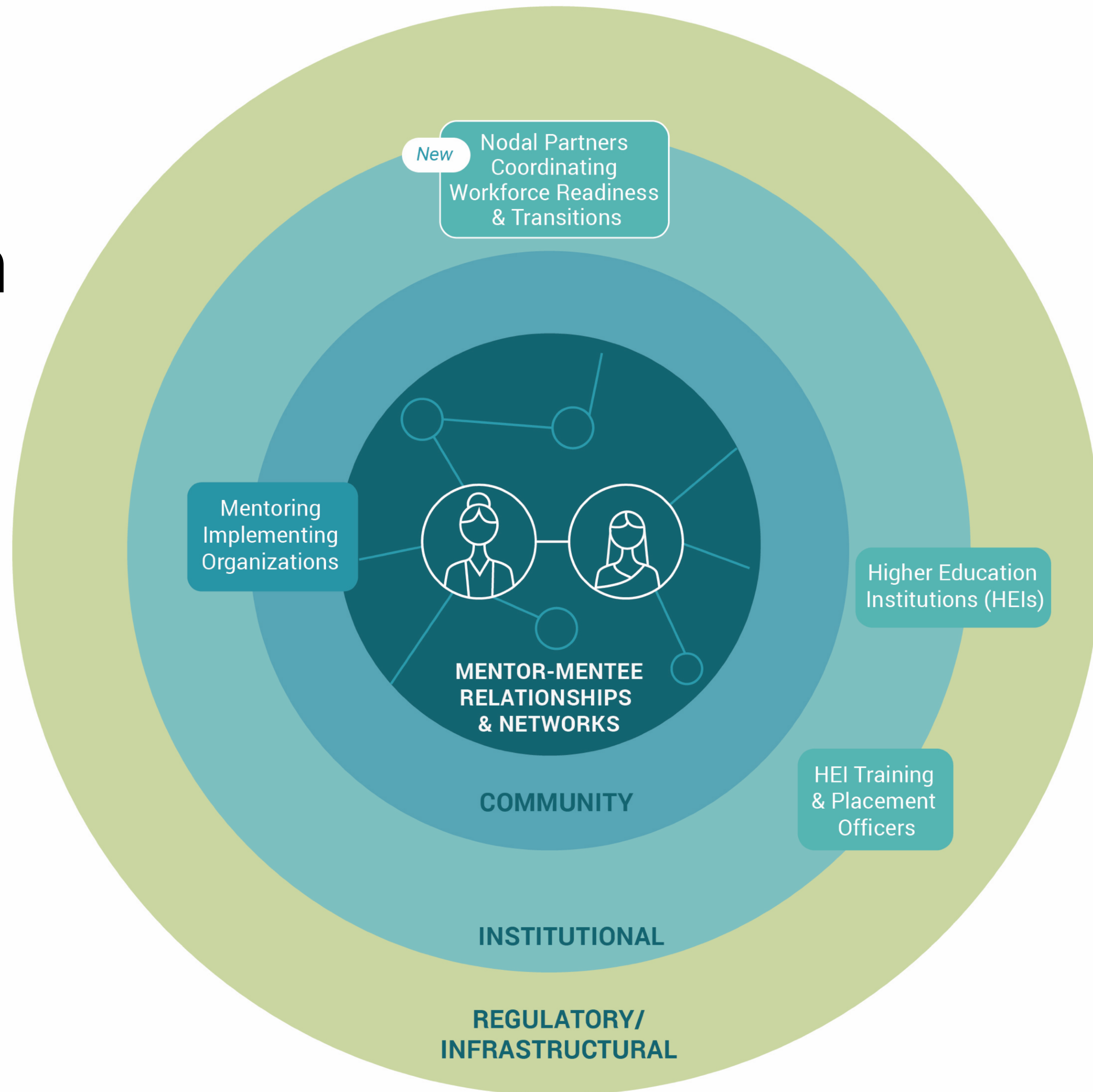
# Championing the economic empowerment of every young women

Ensure access to tertiary education

**Championing the economic empowerment  
of every young women**

**Promote inclusive participation of young women in  
mentoring**

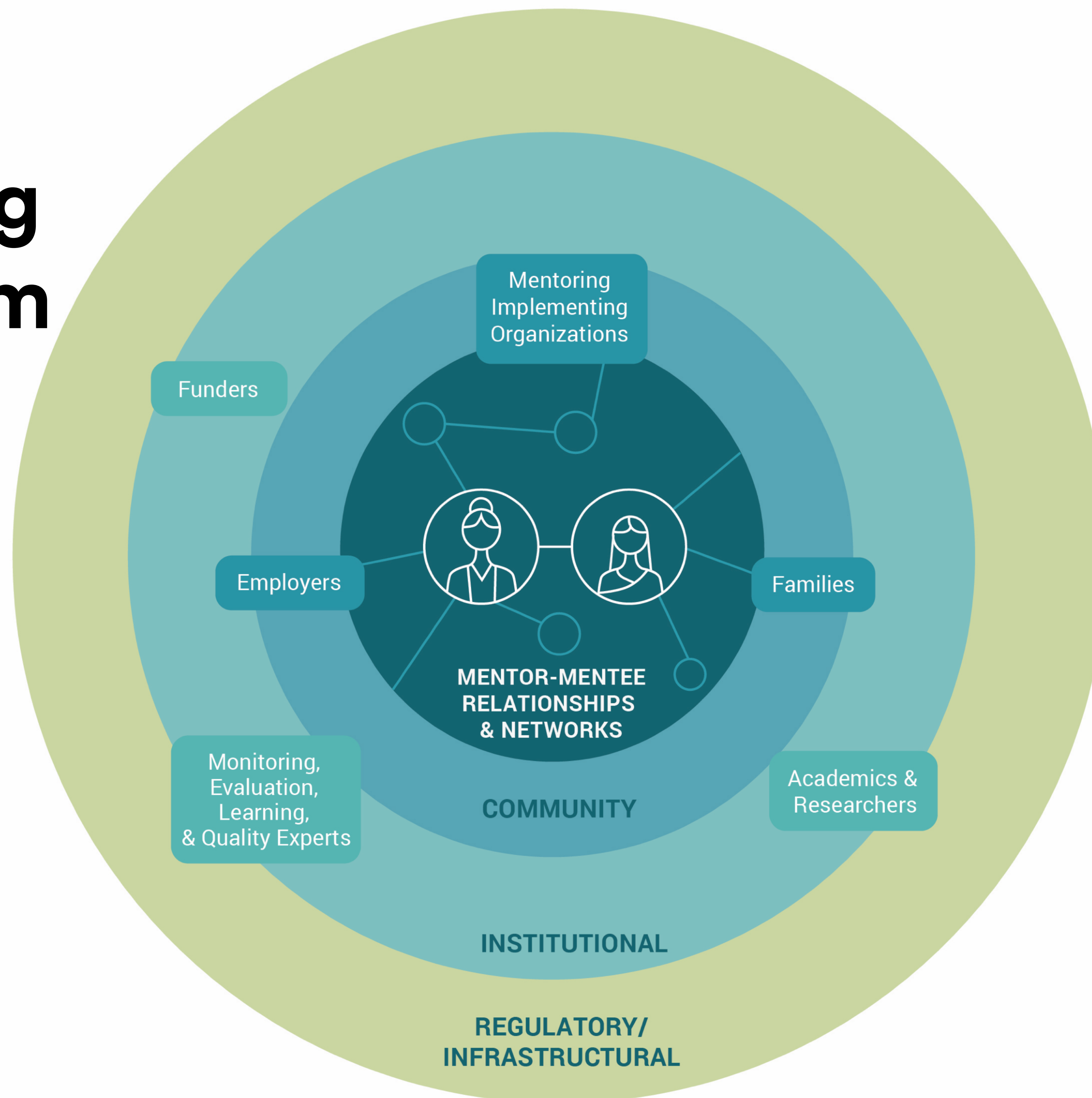
# A digital mentoring ecosystem



**Championing the economic empowerment  
of every young women**

**Deliver quality digital mentoring at scale**

# A digital mentoring ecosystem



# Thank you!

**Arundhuti Gupta**

Chief Executive Officer, Mentor Together

Echidna Global Scholar 2021

arundhuti@mentortogether.org

@arundhutigupta

Policy brief: [bit.ly/digitalmentoringpolicy](https://bit.ly/digitalmentoringpolicy)

