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

Arundhuti Gupta December 2, 2021

B | Center for Universal Education at BROOKINGS







Women's participation in the labor force in India

The potential of digital mentoring

Findings from the Mentor To Go digital mentoring program

Policy and practice recommendations

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



Source: World Bank Development Indicators. See detailed references in the full policy brief at 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?









Ecosystem



Rapidly increasing internet usage



Source: World Bank Development Indicators. See detailed references in the full policy brief at <u>bit.ly/digitalmentoringpolicy</u>

Years

2020

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





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 2 400

mentor applications



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



- 64% Bachelors in Engineering
- **18%** Bachelors in Commerce
- **10%** Bachelors in Science
 - **4%** Bachelors in Arts
 - 5% Other



Addressing the skills gap





Effect size (Cohen's d)

SESSION DETAIL \leftarrow The Value of Values (mandatory) **DISCOVERING MY VALUES** 2-3 7 hours steps Planning Tips In the session, follow this routine:

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

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• Followed by a Pair-Call

SESSION DETAIL

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All About Emotions (optional) EMOTIONAL REGULATION

2-3	8
hours	steps

Planning Tips

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In the session, follow this routine:

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

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" '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

41% Female

33 years Average age of a mentor applicant

59% Male

Age distribution:

- 20-29 years: 41%
- 30-39 years: **37%**
- 40-49 years: 16%
- 50-59 years: **4 %**
- 60+: **1%**

With immense latent social capital

Career domains amongst mentor group

Communication, media, journalism & social media: 1.56

Chartered accountancy: 1.67 -

Learning and development: 3.83

Human resources: 4.32

Banking and finance: 4.34

Commerce (related careers): 4.62 -

Development sector: 4.71

Marketing: 4.76 -

Entrepreneurship (not industry specific): 4.86

Teaching: 8.12



One world of transformative gender norms

little bit to change the world positively, we need to.."

- "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
 - - Mentor, 64, Delhi

Yet another parallel world of traditional gender norms

Mentee, 19, Maharashtra

- "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."

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

Mentoring Implementing Organizations

> **MENTOR-MENTEE** RELATIONSHIPS & NETWORKS

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Nodal Partners Coordinating Workforce Readiness & Transitions

New

Higher Education Institutions (HEIs)

COMMUNITY

INSTITUTIONAL

REGULATORY/ **INFRASTRUCTURAL** **HEI Training** & Placement Officers

Championing the economic empowerment of every young women

Deliver quality digital mentoring at scale

A digital mentoring ecosystem

Funders

Employers

Monitoring, Evaluation, Learning, & Quality Experts

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Thank you!

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Policy brief: brief: http://digitalmentoringpolicy: <a href="http

