



WOMEN IN CLOUD

#empowHERfamily

A CROSS-SECTOR ECONOMIC RELIEF INITIATIVE
POWERED BY THE TECHNOLOGY ECOSYSTEM

Empowering **1M women in India** to have an
effective future by curating **actionable
digital solutions** to provide **economic relief**
through collective action.

Strategic Partners



SHEROES



THE WIT NETWORK
Enabling Diversity and Inclusion in Technology

www.womenincloud.com



LANDSCAPE : WOMEN IN INDIA

49%

of the Indian population

18%

Economic Output



35%

Current Pay Gap in India

16%

Pay Gap Global Average

Women constitute 49% of the Indian population, but their contribution to economic output is only 18%. The pay gap in India is 35% compared to the global average of 16%.



4 Out of 10

women lost jobs

17 Million

women lost jobs during
March–April 2020 lockdowns

49 Million

will be pushed into abject poverty
due to pandemic worldwide

12 Million

people in India will be
pushed into poverty

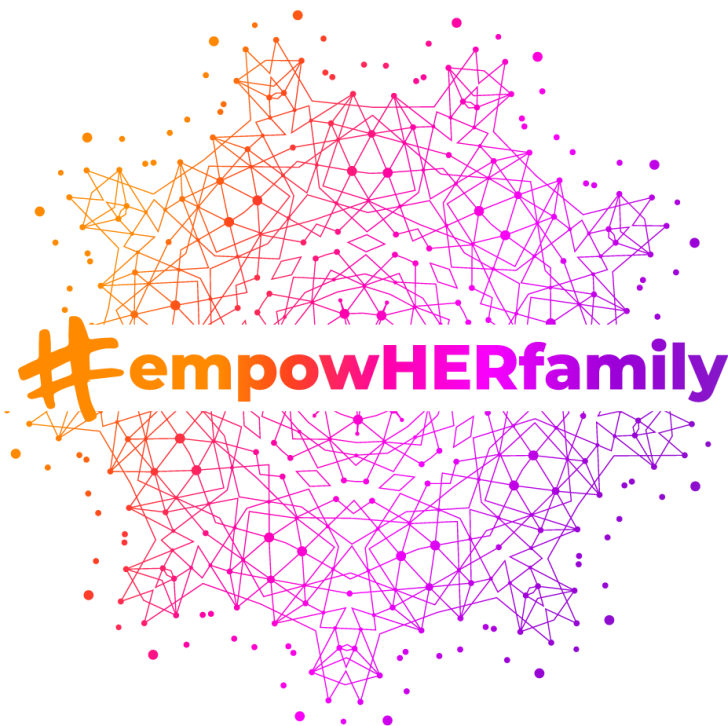
As per the CMIE Consumer Pyramids Household Survey (CPHS) data, four out of 10 women lost jobs in India and 17 million women lost their jobs during the nationwide lockdown in March and April 2020.

*A World Bank report suggested that **49 million people will be pushed to abject poverty because of the pandemic**; out of this, more than 12 million people will be pushed to poverty in India. Women will be overrepresented in that category creating a new cycle of poverty.*



As an economic development organization, we at Women in Cloud are on a global mission to take action with global leaders, corporations, and policymakers to help women technology entrepreneurs **create \$1 billion in economic access and opportunity by 2030.**

In a call to response for addressing the economic challenges faced by women in India and other countries, Women in Cloud is strategically partnering with dignitaries, luminaries, technology leaders, non-profits, entrepreneurs, and Fortune companies to develop collaborative Local Execution Global Orchestration (LEGO) framework to curate actionable digital solutions to provide economic relief through collective action.



We're excited to announce the launch of #EmpowerHERfamily, a cross-sector economic relief initiative to empower 1M women in India to have an effective future by curating actionable digital solutions to provide economic relief. Through collective action, #empowHERfamily aims to provide hope during these challenging times.

SOLUTION: #EMPOWHERFAMILY INITIATIVE

In partnership with Restart WA, Indiaspora, IAMCP, GIVE INDIA, WIT Network India, SHEROES, and other organizations, including our very own Women in Cloud Network will come together to establish four strategic global taskforces to curate actionable outcomes and campaigns to achieve the purpose-driven mission over next 12 months:



Strategic Advocacy Campaigns in Partnership with Restart WA

India is facing an epidemic of misinformation alongside Covid-19. Social media groups have morphed into havens of misinformation. To combat misinformation and provide timely economic relief solutions for women, the task force will be focusing on developing social media campaigns and run outreach programs with NGOs across all states.

\$1 Million Community Fundraising in Partnership with Indiaspora

The grassroots initiative ChaloGive for India is established to facilitate donations to trusted and vetted high-impact nonprofits that are working on the ground during the second wave of COVID-19 relief. The task force will work closely with Indiaspora and Give India to mobilize the community to raise \$1M funds to provide \$400 cash support for women who lost their primary breadwinner in the family.



SOLUTION: #EMPOWHERFAMILY INITIATIVE

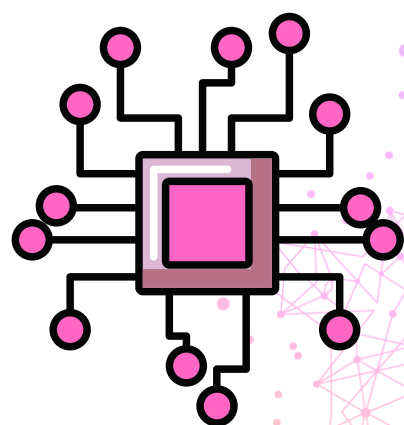


Verified Resource Center for Women

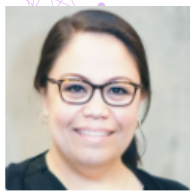
Women are experiencing increased isolation and danger caused by social distancing measures during the Coronavirus public health emergency. The task force will focus on curating verified resources for women and her family to have an effective future in partnership with local organizations such as SHEROES, Givendia, and others.

Digital Skilling and Opportunities

The cloud and AI era are full of promises and opportunities. Increasingly, realizing its vast potential boils down to one thing: economic access and opportunities. This task force will work on curating digital solutions to provide women access to scholarships for digital skilling, technology innovation grants, cloud accelerators, micro-financing, and/or rapid job placement into technology companies



LEADERS DRIVING COLLECTIVE ACTION



Karen Fassio



MR Rangaswami



Sairee Chalal



Sarika Malhotra



Gavriella Schuster



Ekta Dokania



Chaitra Vedullapalli



Akhtar Badshah



Sanjana Govil



Ashish Shah



Sonali Jha



George Sifakis



Sampada Basarkar



Ganesh Ragupathy



Vinay Kumar



Tucker Stine



Meghna Haldar



Dina Grimstead



Patti Dobrowolski



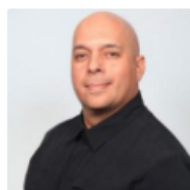
Raisa Noelle



Samira Rehman



Karen Cone



Eddie Bader



Pekhna Mahajan



Sudeshna Dixit



Vaishnav
Subbramanian



Prashanth
Subramanian



Piya Haldar



Pallavi Panigrahi



Padma Subramanian



Rajiv Kapoor



David Pryor

6 WAYS TO GET INVOLVED

We believe every one has the power to create access through micro actions for massive impact. It starts with contributing time, talent, resource, influence and/or financial support. Each of you can do your part based on your life situation. We are asking you to become an agent of change by contributing in meaningful ways to provide economic relief for women in time of need.

- **Nominate your Non Profit/NGO** supporting women to get exclusive access to curated digital solutions such as scholarships, grants, micro loans or more for their community to advance. Nominate today!
- **Donate to #ChaloGive Campaign:** Every dollar counts. We want to provide 2500 women to get \$400 in financial assistance. Donate to <https://chalogive.org> and Select Organization "**Give India**"
- **Share Resource To Be Included In Verified Resource Center:** Have a timely resource to share that can assist and provide women with timely support? Just submit your resource to be considered to be included in the resource center. Submit Now!
- **Become our Social Media Ambassador.** Your role is to share social campaigns to combat misinformation via your social channels. It requires 1-5 hours per month of your contribution. Signup Now
- **Refer a company to sponsor**
 - **Covid Care Kits:** we are providing timely COVID-19 Care kits to women in need.
 - **Underwrite scholarship** for women to get digitally trained for tech jobs
 - If you know of companies or leaders, refer them to sponsor #empowHERfamily initiative. Send email to cvedulla@womenincloud.com
- To keep yourself updated with progress, join our digital network or visit our website

About Women in Cloud

'1\$ Billion in Economic Access by 2030'; that is the audacious goal **Women in Cloud** is in pursuit of. Women in Cloud is a community-led economic development organization, has a massive mission: to take action with global leaders, corporations, and policymakers to help women technology entrepreneurs create \$1 billion in economic access and opportunity by 2030.

Women in Cloud is built on the following core values; Inclusion, Collective Action, and Economic Access to help contribute to the UN 2030 Sustainable Development Goals. We are focused on particularly:

- Goal 5 - Gender Equality
- Goal 8 - Decent Work and Economic Growth
- Goal 10 - Reduced Inequality
- Goal 17 - Partnerships for the Goals

Connect With Us:

Website : <https://www.womenincloud.com/empowherfamily/>

Digital Network : <https://women-in-cloud-network.mn.co/groups/5265079/feed>