

Closing the gender gap:

Potential for digital agricultural innovations

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The Opportunity

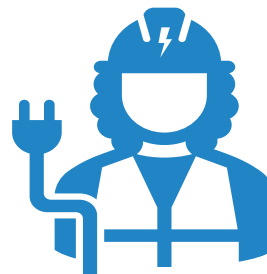
Digital innovations have the potential to close gender gaps in agriculture



Overcome Women's
Mobility Barriers



Provide Access to
Information



Provide Access to
Services

The Challenge

Digital innovations are not a silver bullet solution.

Accessibility

- Global gender gap with access to digital technologies (15% ownership gap & 31% mobile internet usage in S. Asia)

Usability

- Functional and digital literacy barriers

Underlying gender barriers

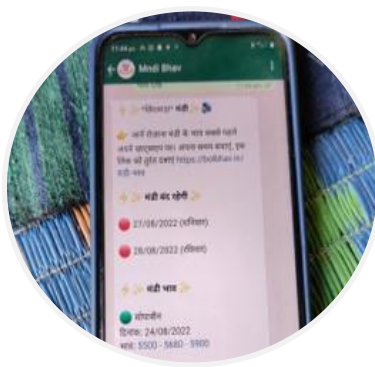
- Asset & land ownership, decision making

The Potential

How can we ensure that women farmer's benefit from the digital revolution agriculture?



Design for women-users



Scale with adopted apps



Bundle Ag services

Thanks!

Any questions?