

Women Empowerment in Economy



Turkey is the 17th largest economy in the world. Despite the growing economy complex social problems of the country prevails and Turkey is listed amongst the lowest in terms of female labor participation (%28). Compared with the top 20 economies' average (51%), this trend shows that there is a long way for Turkey to unleash its women's labor potential.

Current research held by international organizations, CSOs and government on the economic and social status of women in Turkey states:

- Among the 37 million female populations in Turkey, only 7 million is included in the labor force.
- Only 3 out of 10 women participate in the economy, while this number is 7 for men in Turkey
- 1 out of every 5 women is on the verge of poverty.

These data shows that many women in Turkey are waiting to realize their own potential, provide for their family and contribute to the wealth of their community. As Turkey's leading Technology and Communications Company, Turkcell focuses on supporting women entrepreneurship and women inclusion in the labor force with its strong technology and communications infrastructure.

Our program; "Women Empowerment in Economy" focuses exactly on realization of that potential, aims to promote the participation of women of limited means in the economy, and to contribute to their social and economic empowerment by helping them start up an income generating business, or else expand their existing business.

Women Empowerment in Economy project, a mobile technology and a microfinance organization joined their forces together for the first time to empower women. The project brought to life through the partnership of Turkish Foundation TISVA and Turkcell, to support the Turkish Grameen Microfinance Program. With this partnership, a 'crowd sourcing' tool using digital platform was created for the first time and mobile technologies were deployed to help ease digital divide.

Since the project started in September 2012, Women Empowerment in Economy project reached out to 55 thousand women in Turkey offering them different tools such as micro-credits for startups or business development, f-2-f and mobile trainings, e-commerce platform for sales and other mobile solutions. Target is to reach 100 thousand women in 4 years.

Women Empowerment in Economy project uses its technology to empower women and alleviate poverty through:

- **Access to more resources:** More Funding Through Social Lending enables donation or lending via handsets (m.ekonomiyekadingucu.com), or online (www.ekonomiyekadingucu.com), as well as by use of other payment options, including online payment and money order/wire transfer.
- **Mobile Bazaar:** This trading and selling opportunity via mobile phone enables women to market their products to a larger audience throughout Turkey via Turkcell's technological infrastructure.
- **More access to basic financial services:** Introducing women to mobile finance for basic financial needs and microcredit transactions.
- **More business skills:** The Mobile and Face to Face Personal Development Program gives training on sales-marketing, communication, and personal development via f-2-f + mobile education enabling women to grow their businesses.
- **Mobile Phone Microcredit Cash Flow:** The mobilization of microcredit cash flow reduces physical cash transactions during the granting and collection of microcredit with the help of mobile technologies, which is a first for Turkey. Within this model: i) entrepreneurs will have secure access to financial services via their handsets, while developing “money management” awareness through the use of mobile phones. ii) Operational efficiency will increase with the transition to electronic money.

With the “Women Empowerment in Economy ” project our women will produce more, participate in the economy, expand their dreams and invest in their families and their future, whereby Turkey itself will win.

An Innovative Method in Fighting Poverty: Social Lending-Crowdfunding



The “Women Empowerment in Economy” initiative is working towards finding new resources for the innovative micro credit system by starting the social lending model that provides small capital support to women so that they can start an income generating activity, in so doing marking a first for Turkey. Thanks to this innovative model that has the properties of social innovation, any individual can now support women microentrepreneurs by lending money via online and mobile payments. This allows more women to access funds for microloans, helps them grow their business and hence, supports them in achieving their dreams.

The Pledges Of Women Empowerment in Economy Projects



Turkcell is building a socially innovative platform that allows more low-income women to benefit from microfinance. The platform is unique in Turkey because of the “social lending structure, which by relying on Turkcell’s technological solutions, lets the public support women in need of economic activity by helping them create new funds for microfinance.

This also leads to social the transformation of women, thereby strengthening their overall standing.