



# GENDER EQUALITY

ADROIT  
WOMEN AS INTERNET  
SAATHI 1.0



**Maheswari-** “I joined the program of internet Saathi in 2019 year. It's for educating women in rural areas on the usage of smart phones and method of searching need based information / knowledge from YouTube and Google. Each one has different priorities like searching for beauty tips, saree designing, switching blouses and quilt, etc. In the area I serve, most of the families depend on agriculture and mostly I meet the people right at their agricultural fields. While visiting them they were sharing about the pest attack in crops despite spraying pesticides. Then I told them that let's search something organic in the YouTube to solve this problem and subsequently found a solution and showed it to them. The solution was that soak the neem bark overnight until it turns into red.

Along with the soaked neem bark, half a litre of cow dung and 5 pots of water to be mixed and the liquid can be sprinkled over the crop. 12 farmers applied this solution and realized that they could address the pest issue by minimizing crop loss and increasing yield.”

**Beneficiary testimonial on pest control**

“My name is Rukmani we learned on how to do organic farming. When we sprayed a tank of pesticide bought for Rs. 300 to 400, the pest could not be destroyed and the crops found to be desiccated. Then Mahes from our village taught us the method of organic farming through the touch cell. We also followed what she said and the crop has flowered well and yielded good results. Instead of Rs. 10,000/-, we earned Rs 15,000 profit by using the organic farming learnt through touch cell”.

