

# DIGITAL LITERACY CURRICULUM IN ACTION



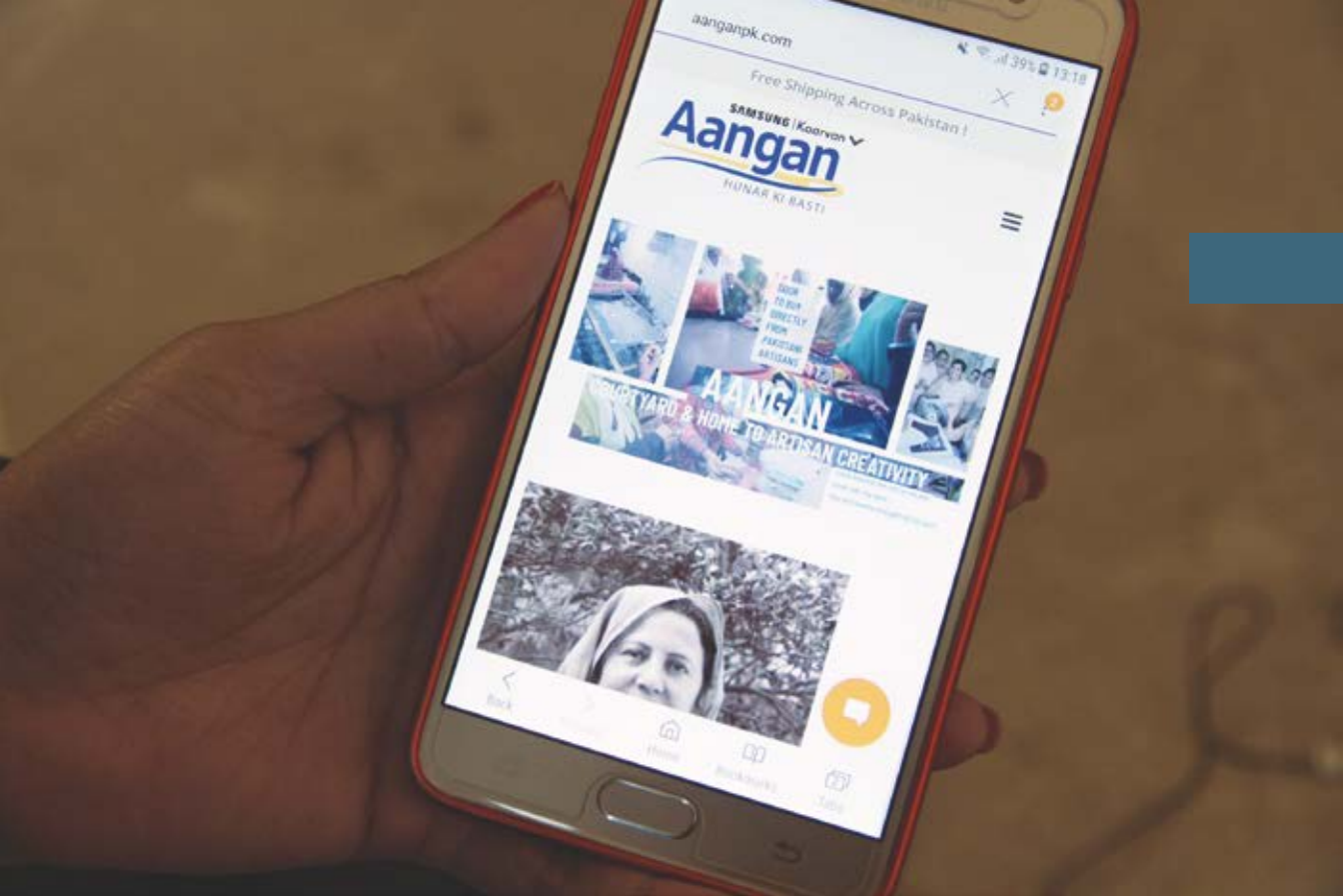
**Kaarvan Crafts Foundation**  
*Crafting Livelihoods*

# SAMSUNG



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## AANGANPK IMPACT



**80**

Micro-Entrepreneurs were provided Digital Literacy Trainings and Market Linkages Training.



**86**

number of micro-entrepreneurs increased, as more Pakistani women nationwide showed interest & joined the Multi-Vendor Portal – categorized as 'New Entrepreneurs'.

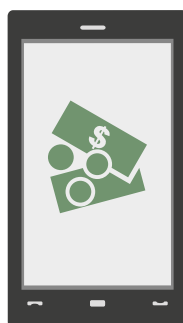
## www.aanganpk.com

All people have the right to participate in their cultural community and to share the latest technological advancements. AanganPk.com, a digital e-commerce platform, is an encasement of the Universal Declaration of Human Rights as well as the Sustainable Development Goals (SDGs) 5- Gender Equality and 9- Industry, Innovation and Infrastructure. Investment in infrastructure, innovation and technological progress for economic growth and development — that recognizes & bridges different forms of knowledge and aims to encourage local home-based work as well as mainstream fashion industry competition. This is a community-based project that is activating the fundamental human rights to educate and provide a tool for social mobilization.



**PKR 187,050**

of total sales within  
three months for **78**  
**products sold.**



**62%**

(55/86) of the  
micro-entrepreneurs  
are now earning an  
additional income  
through the Multi-  
Vendor Portal.



**PKR 2,382**

average amount  
earned by each Micro-  
Entrepreneur through  
AanganPk.



## Introduction to Conventional versus Online Business

The number of customers in a conventional business model is limited. A large proportion of the customers of these businesses include people around your particular area or your city — people who actually show up at your shop and purchase stuff from you. Although, the biggest advantage of online business is that your customers are countless. All the people around the world who have access to Internet, can be your customers.

01





## Advantages of Online Business

- The more the number of customers, the more sales. Your product will be available for millions of people around the globe to purchase.
- The expense on the business is comparatively low. Since, you do not have to different markets in different cities to sell your product, the transportation charges are almost zero to none.
- You can run your business from the comfort of your home. You do not have to meet the customer. For the products that a customer orders, you receive the amount directly to your bank account or through other money sending services.
- You can send the products through courier at buyer's address.

### 1.1

Samsung mobile phones with prepaid Internet data sim are handed over to women micro-entrepreneurs of Multan.

### 1.2

Kaarvan team informs women micro-entrepreneurs at Bahawalpur Institute differences between traditional and e-business model.







## 02

# Smartphone Usage & Optimization

### Advantages of a Smartphone

The conventional usage of mobile phone



Smartphone - Advantages of a smartphone and how it has more benefits than a simple mobile phone, especially the facility of internet



Learning how to use the touch screen on a smartphone





# The World of Internet

## Advantages of Internet Technology

- **Internet:** Through the use of internet it becomes very easy to communicate with other phones and computers throughout the world. It makes access to information in addition to sending messages and communicating with anyone in any corner of the world.
- **Access to information:** Internet gives you an easy access to a treasure of knowledge and information where you can search about any topic and get details about it.
- **Social Media:** Internet gives you an opportunity to make connections all over the world. There are many pre-existing websites through which you can not only make new contacts but also stay in touch with your friends and relatives.

### 3.1

Samsung mobile phones with prepaid Internet data sim are handed over to women micro-entrepreneurs of Multan.

### 3.2

Kaarvan team informs women micro-entrepreneurs at Bahawalpur Institute differences between traditional and e-business model.







# How to use Internet on Smartphone

04



How to switch on/off a smartphone?



Charging the battery of your smartphone.



What is Home Screen?



How the method of making calls and sending messages differs in Smartphones and other phones?



How to toggle mobile data on and off using the settings in your smartphone?



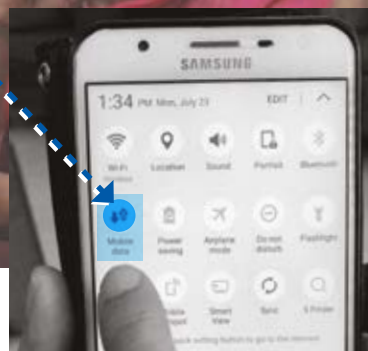
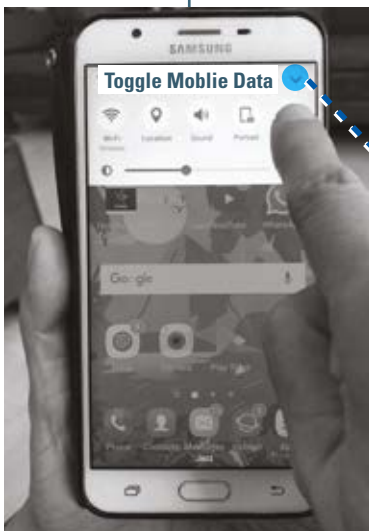
Information about mobile data: Getting information about mobile data package, choosing an efficient mobile data that best fits your needs.



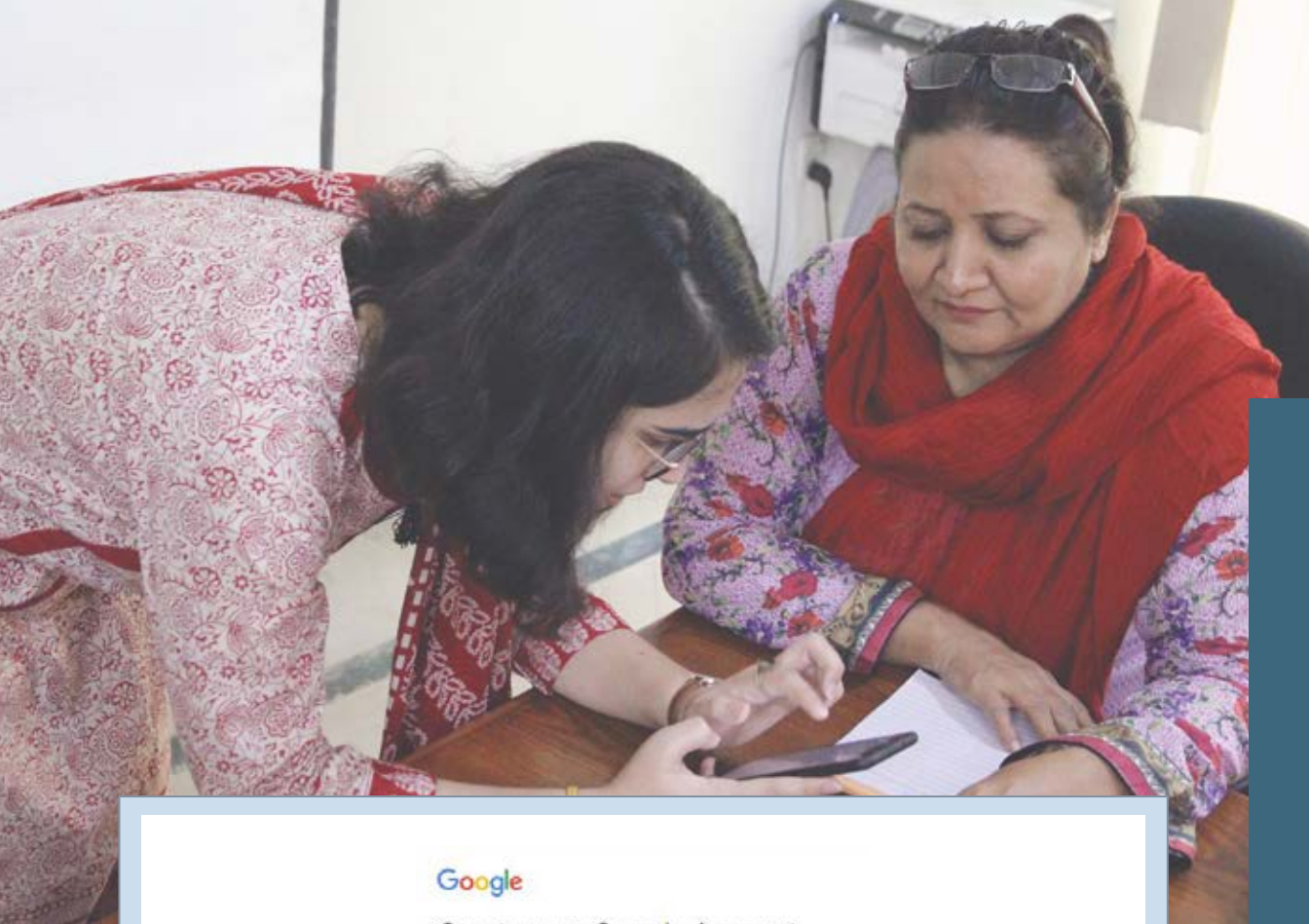
Getting that particular data package on your mobile number.



How to check the usage of mobile data? Getting to know how much data has been consumed and how much is left.







## Create your Google Account

to continue to Gmail

First name

Last name

Username

@gmail.com

You can use letters, numbers & periods

Password



Use 8 or more characters with a mix of letters, numbers & symbols

Confirm password

[Sign in instead](#)

NEXT



## 05

## Creating Email & its Usage

### Introduction to Email

What is Email?

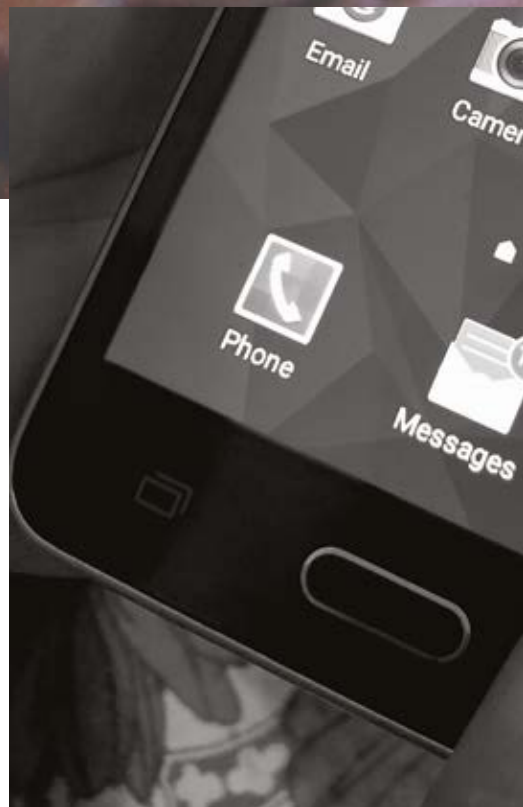


Functionality and advantages of using Email



Creating an Email address on Gmail







## 06

# Exploration of Social Media Apps

- Introduction to those apps in Smartphone which need internet connection to function.
- What is social media? Basic functionality of these apps and how they can be used to expand an online business.



# Product Photography via Smartphone



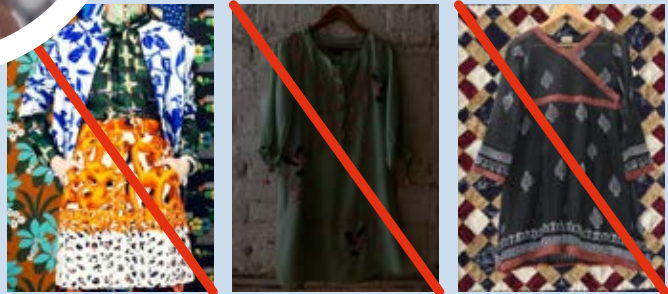
**STEP 1** Choose the product(s) that you want to sell



**STEP 2** How to take a clear pictures



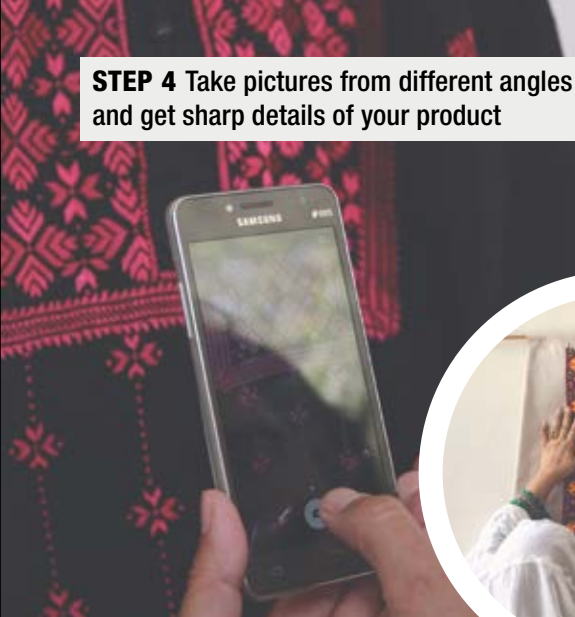
تصویر کشی کا غلط طریقہ - ایسا نہ کریں



**STEP 3** Take care of proper lighting conditions



**STEP 4** Take pictures from different angles and get sharp details of your product



**STEP 5** Organizing pictures in gallery using folders



**STEP 6** Enhance the image quality using the “edit” feature in gallery



Gallery

CAMERA

PICTURES

ALBUMS

STORIES



Camera

1



Screenshots

3

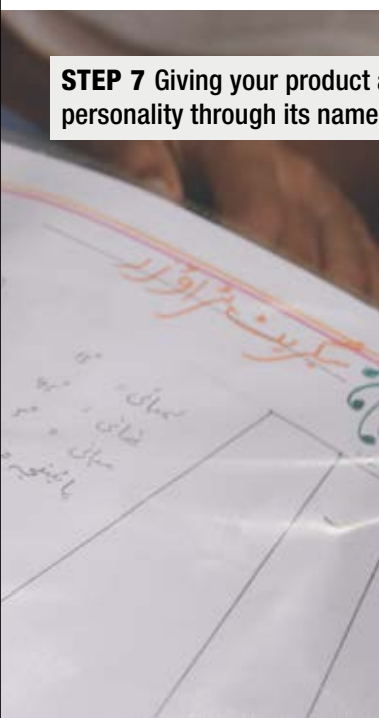


Tarkashi

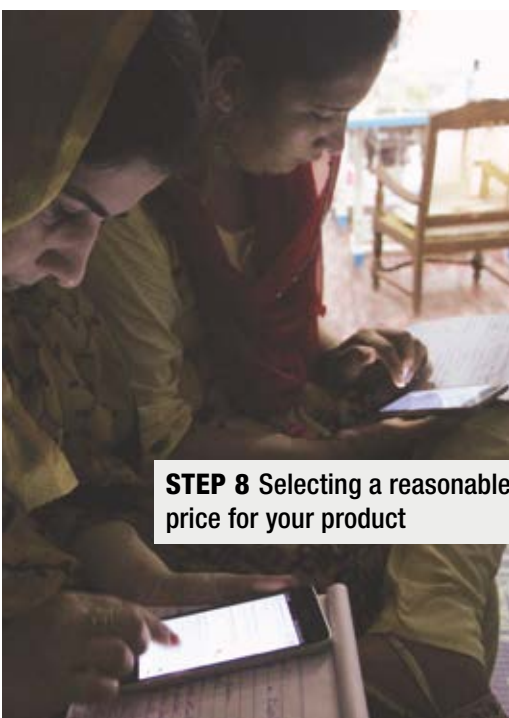
1

NEW

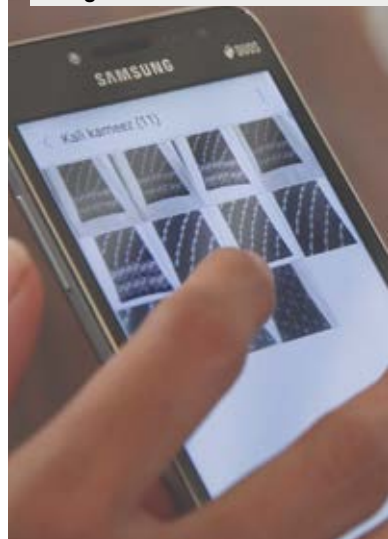
**STEP 7** Giving your product a personality through its name



**STEP 8** Selecting a reasonable price for your product



**STEP 9** Organization is key. Make separate folder for each product and add the product images to it







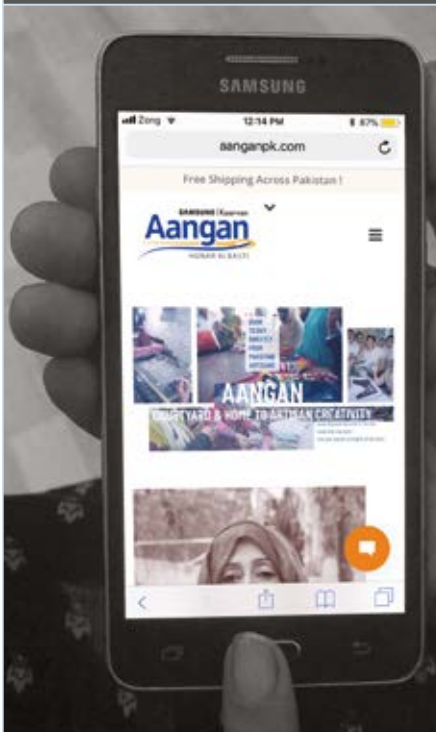
## Product Color, Quality & Design

Artisans showcase their products and receive firsthand feedback on color, quality and design. They take note to be mindful of any loose threads, care of the finished product and take prevent measure for stains. Artisans learn the importance of presentation and display. This includes steps of product care — ironing, product positioning, lighting conditions for product shoot to packaging for courier mail.





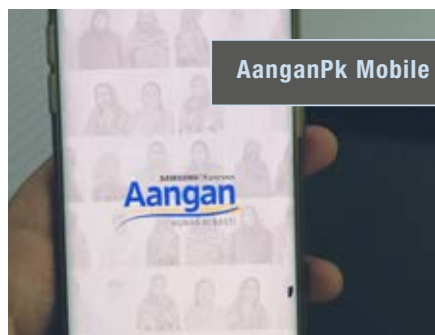
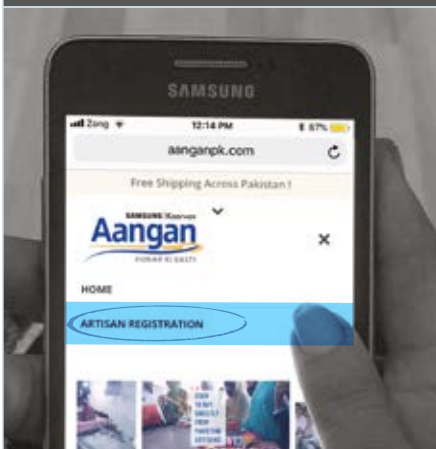
STEP 1 [www.aanganpk.com](http://www.aanganpk.com)



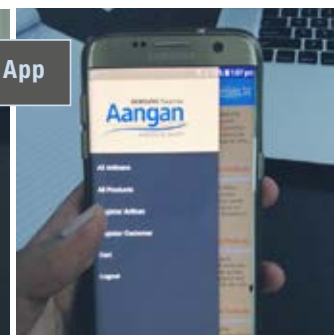
## AanganPk.com, The Digital Portal

More than eighty Pakistani female artisans from far-flung villages of Lahore, Bahawalpur, Vehari, Lodhran, Multan Kasur, Gujranwala, Nankana, Sheikhupura are tapping into opportunities and global economy via Aangan, a digital e-commerce platform. Kaarvan Crafts Foundation and Samsung are taking technology to the grassroots! Kaarvan has created an online shop with, by and for rural artisans — digital courtyard where female artisans can upload their crafts — take orders, sell, and receive payments from national and international customers through Android Mobile Devices provided by Partner Samsung.

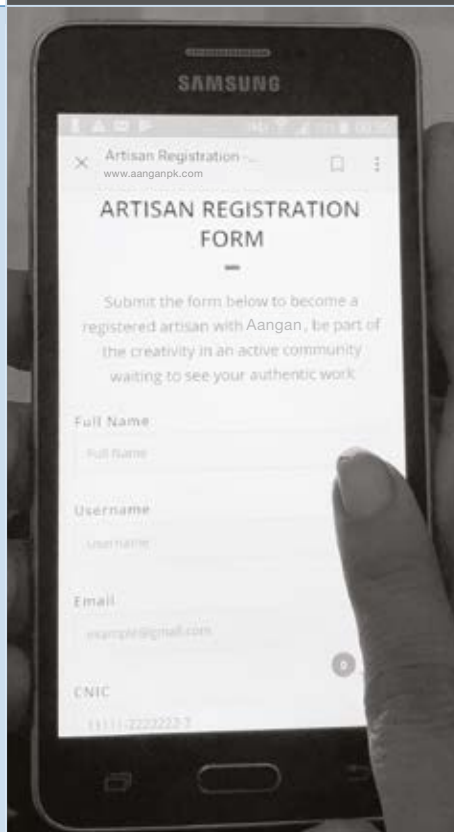
STEP 2 Artisan Registration



AanganPk Mobile App



## STEP 2 Artisan Registration



### ARTISAN REGISTRATION FORM

Submit the form below to become a registered artisan with Aangan, be part of the creativity in an active community waiting to see your authentic work

Full Name / **آسان کا نام**  
Full Name / **آسان کا نام**

Username / **آسان**  
Username / **آسان**

Email / **ای میل**  
example@gmail.com

CNIC / **شناختی کارڈ نمبر**  
11111-222222-8

Mobile Number / **موبائل نمبر**  
0300-1234567

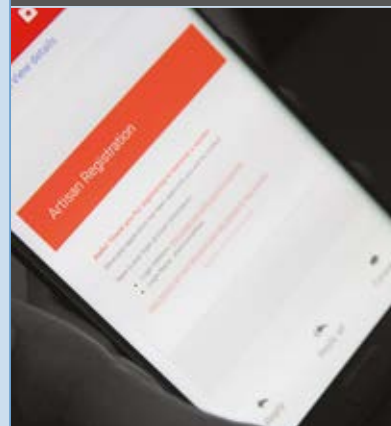
Home Address / **گھر کا پتہ**  
Home Address / **گھر کا پتہ**

#### شرائط و ضوابط

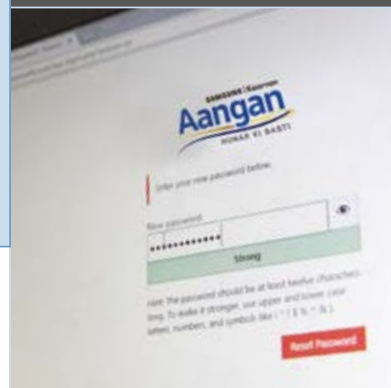
میں اپنی مرضی سے اس ویب سائٹ پر رجسٹر کر رہی ہوں۔  
کسٹمر کے ساتھ شام لین دین کے لئے میں خود نمہ دار ہوں۔  
کاروان کے ان کاموں میں موجود میری تمام پروڈکٹس کے معیار کی ذمہ داری میری ہے۔  
کسٹمر کو بروقت پروڈکٹ کی ڈیلیوری کی اپنی بھی میں خود نمہ دار ہوں۔  
کسٹمر کی جانب سے آرڈر سے متعلق کسی بھی قسم کی شکایت یا نقصان کی صورت میں کاروان برکٹر نمہ دار نہیں ہوگا۔

REGISTER

## STEP 3 Receive Email



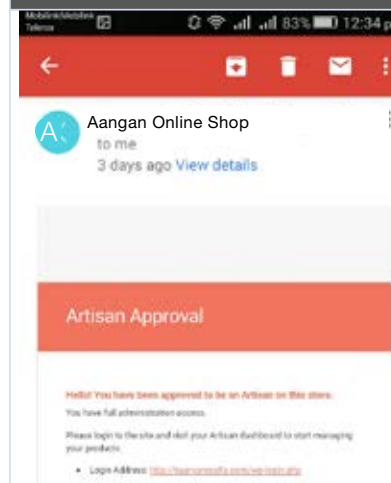
## STEP 4 Set Password



## Registering at AanganPk.com

- In order to register at [www.aanganpk.com](http://www.aanganpk.com), it is important to have a personal email address
- It's necessary to fill out all the asterisk symbol (\*) information
- After filling the form, click on the Register Button
- You will receive an email upon registration
- Setup a password using the link provided in the email
- Remember that you will always find your Username/ Login ID in the email along with the link to login to [www.aanganpk.com](http://www.aanganpk.com)
- It's important to remember your Username/ Login ID or you won't be able to login to the website

## STEP 5 Registered!





Artisan receives the price of her product in cash from the customer in 3-7 days through Pakistan Post money order service

8



Pakistan Post sends in cash the price of the product from the Customer to the Artisan's home address

7



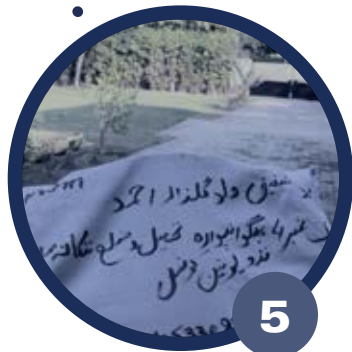
Customer pays the price of the product and services charges to the same service agent to send the money to the artisan using Pakistan Posts "Money - Order" Service. Service charges comprise of "commission plus special fee" and are based on the value of the product(s) and geographical distance.

6



Pakistan Post's Service agent delivers the order to the customer within 2-5 business days

5



# Complete E-Commerce Business Cycle



1

Customer places order on [aanganpk.com](http://aanganpk.com) or from Aanganpk Mobile App



2

An automated email is sent to Kaarvan, Artisans and Customer



3

Kaarvan's team makes call to the customer to confirm the order

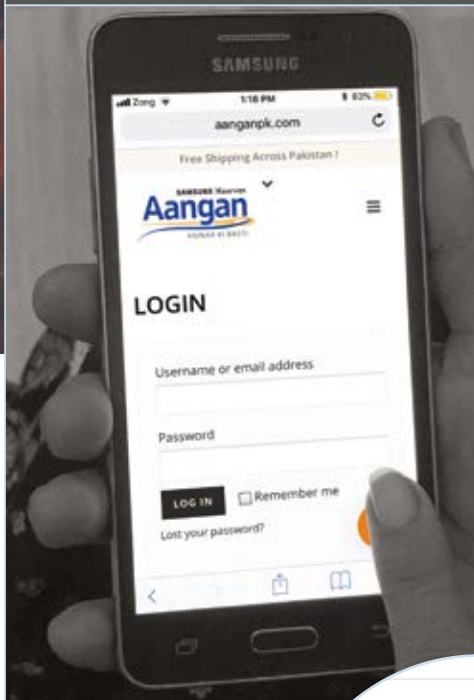


4


Artisan reaches out to the nearest Pakistan Post office and dispatches the package using their Cash-on-Delivery (COD) service paying the charges according to the tariff slab




## STEP 6 Login



## STEP 7 Product Upload


HOME PRODUCTS CUSTOMER REGISTRATION Q



# UPLOAD

your work here

Product Name / پروڈکٹ کا نام

Product Description / پروڈکٹ کی تفصیل

Product Image / پروڈکٹ کی تصویر

[Choose File](#) No file chosen

Product Image / پروڈکٹ کی تصویر

[Choose File](#) No file chosen

Product Image / پروڈکٹ کی تصویر

[Choose File](#) No file chosen

Product Image / پروڈکٹ کی تصویر

[Choose File](#) No file chosen

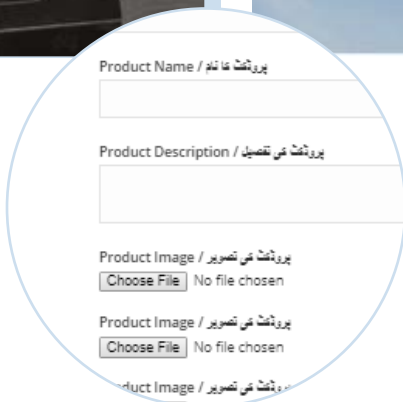
Product Image / پروڈکٹ کی تصویر

[Choose File](#) No file chosen

Product Price / پروڈکٹ کی قیمت

Quantity / تعداد

We are here for you  
Call 0995-082386 for assistance.



# How to Upload Product on AanganPk

10



After setting up your password, go to the Login page using the Login Address



Login to website using your username and password



Give details about your product using the product upload page



Upload a minimum of 3 and a maximum of 6 pictures through the form



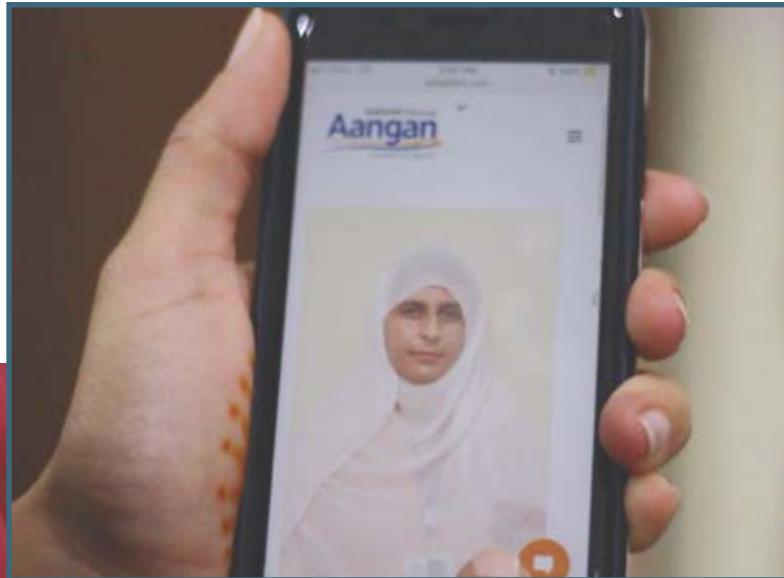
After entering all the required information about your product, press the Submit button



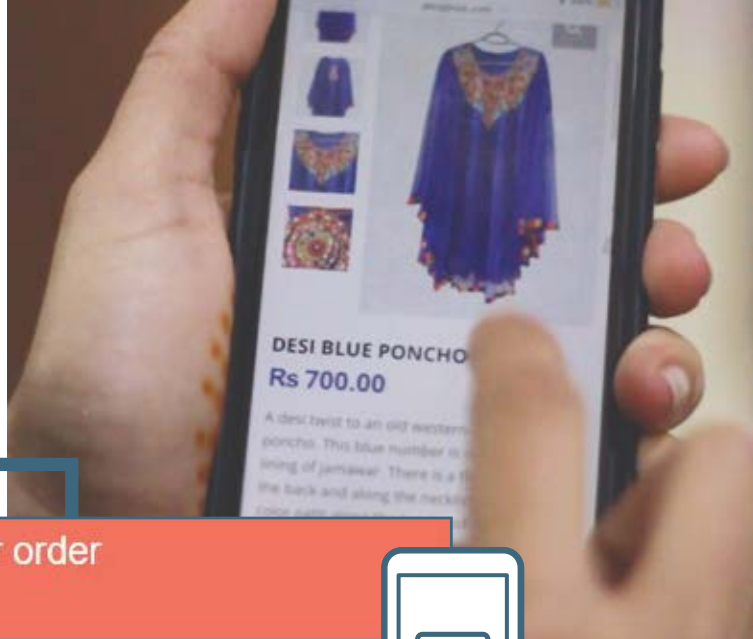
## 11

## Order Delivery

Your product has been uploaded on the website for sale. Customers can now view your product and place an order.







## New customer order

You have received an order from Rifah Qadri. The order is as follows:

**Order #9025 (July 11, 2018)**

Product	Quantity	Price
Conquered - Large (#00197)	1	Rs3,300
Limitless Dyes of Curiosity - Large	1	Rs3,500
Subtotal:		Rs6,800
Shipping:		Rs0 via Free shipping within Pakistan, Delivery Time 4-7 Days
Payment method:		Payment Method
Total:		Rs6,800
Note:		Please deliver on weekdays between 10am and 6pm

### Billing address

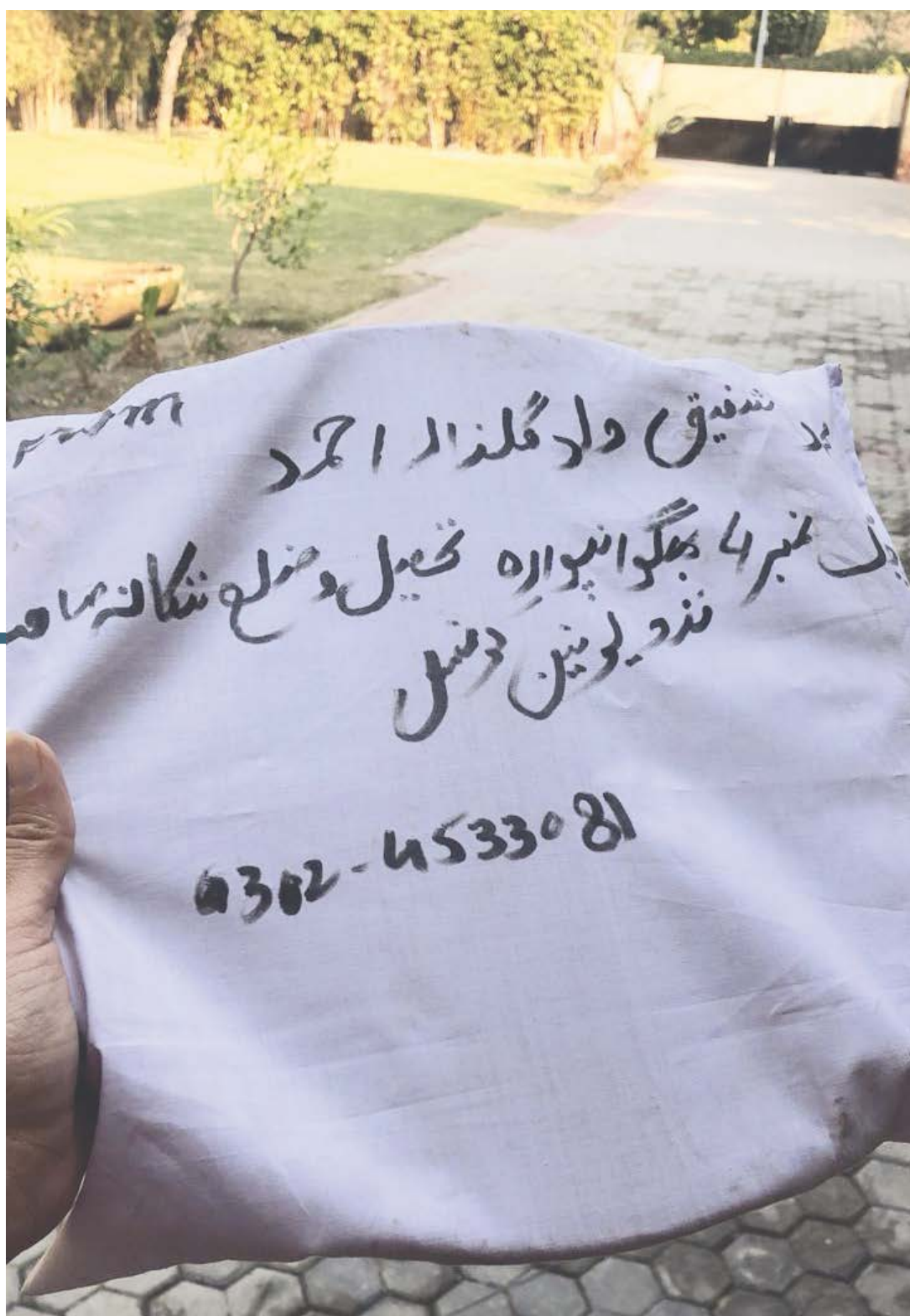
Rifah Qadri  
METRO cash and carry  
2 km Multan Road Thokar Niaz Beg  
Lahore  
Punjab  
54000  
+923214261411  
[rifahqadri@gmail.com](mailto:rifahqadri@gmail.com)

### Shipping address

Rifah Qadri  
METRO cash and carry  
2 km Multan Road Thokar Niaz Beg  
Lahore  
Punjab  
54000



After receiving an order on the website, you will receive a confirmation email which would include details about the customer's order. You will also receive customer's address and their contact number.



12

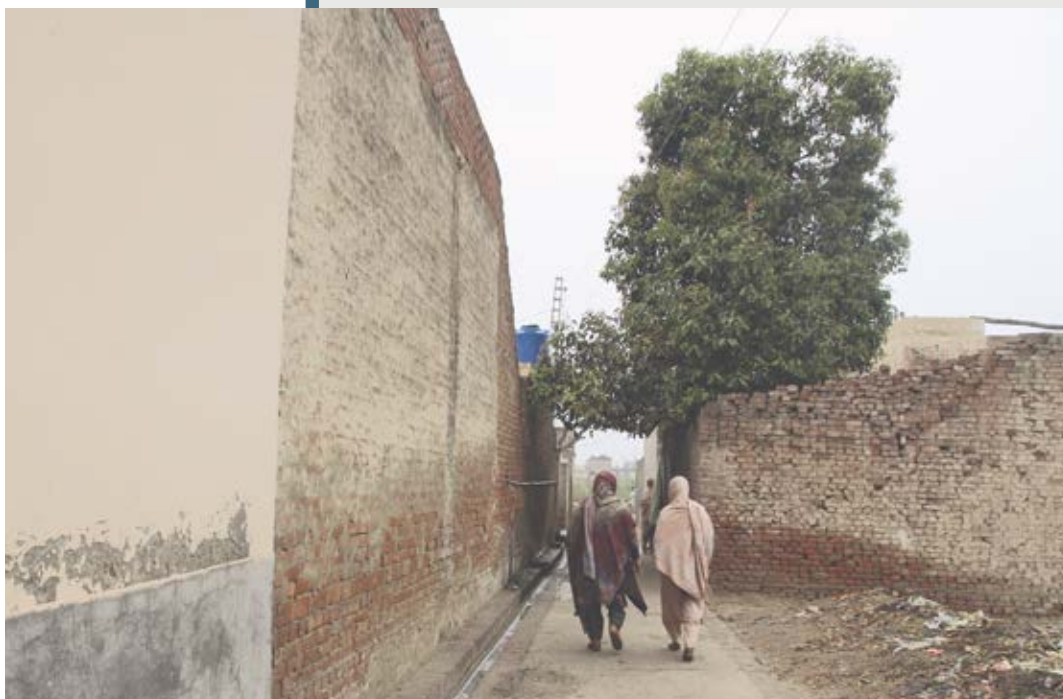


## Dispatching the Order

Prepare your order and send the parcel to the given address by visiting your nearest post office.

In order to ensure the quality standards — the packaging of the parcel should be done as per instructions.

Ask the post office that you need to make a COD (cash on delivery) parcel.



## Receiving Product Payment

Within 10 to 15 days after you dispatch the parcel, you will receive the amount at your doorstep.







## Mera Kaarvan (Information App)

To make access to the changing trends of the market, new design inspirations and information about financial institutions for loans and help, Kaarvan has developed an information app with the name of Mera Kaarvan. For easy comprehension and usage, information processes were stripped to their basic essentials and designed in easy to navigate user experience for the first time end-users — the Pakistani female artisans.

Through this app, women can not only check the fluctuating fashion trends but also get in touch with vendors, sellers and buyers through given contact numbers and also get information on upcoming exhibitions. Women can also get information about micro-finance offering companies to expand their business.



”میرا کاروان“ (Home)

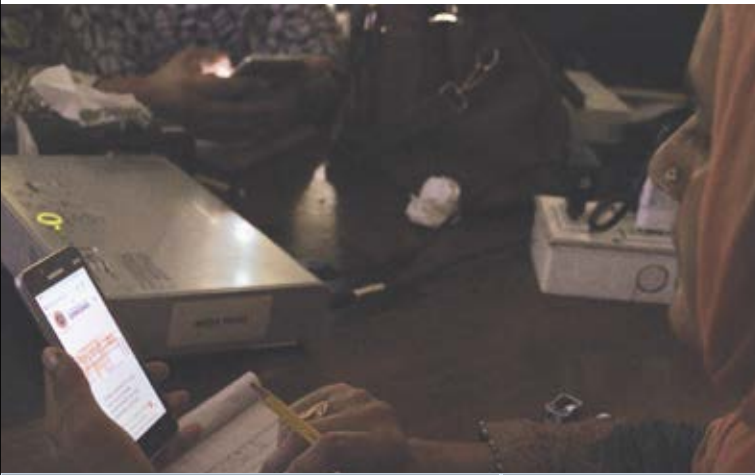
”میرا کاروان“ میں لاگ ان  
(Login) کرنے کا طریقہ۔



**STEP 1** Open  
Mera Kaarvan App



**STEP 2** How to login  
into Mera Kaarvan



”میرا کاروان“ کے ذریعے مارکیٹ (Market)  
(تاجر، دکاندار، نمائش، وغیرہ) کے ساتھ رابطہ  
کرنے کے لیے اُن کی کاروباری تفصیلات  
حاصل کرنے کا طریقہ۔

”میرا کاروان“ کے ذریعے نئے ڈیزائن  
(Design) کے بارے میں معلومات  
جاننے کا طریقہ

”میرا کاروان“ کے ذریعے کاروبار کو بڑھانے  
کے لیے سرمایہ (Finance) دینے والے  
اداروں سے متعلق معلومات حاصل کرنے کا طریقہ



**STEP 3** How to get information  
regarding market opportunities



**STEP 4** How to get information  
on trending market designs



**STEP 5** Contacting institutions  
and organizations that provide  
the facility of micro finance to  
increase the business revenue



# Kaarvan Crafts Foundation

*Crafting Livelihoods*



Pakistan Centre for  
Philanthropy

**SAMSUNG**



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info@kaarvan.com



www.kaarvan.com



137-C-1 Model Town Lahore



www.facebook.com/  
KaarvanCraftsFoundation