

Born 38 years ago , in a small mining town in Zimbabwe. In a community where the girl child was raised just to get married . A town where there was no access to technology , no access to information and attending schools that had no career guidance at all . If history was to determine our future , some of us would not be here today.

Greetings everyone and all protocols observed . My name is Tofara L. Chokera , CEO and Founder of TofaraOnline - Digital Marketing and Innovation Consulting Trust . Our main aim is to empower women , youths and MSMEs to adopt Digital Marketing and Emerging Technologies for either business or career development.

At 20 I saw a computer the first time when I chose to do a degree in information systems at university . This was all by chance but I am happy today that I am contributing towards breaking the bias and empowering women to learn and adopt technology. Thus addressing SDG 5.

We launched the Tech-Driven Entrepreneur Program which is a full course on digital marketing that we are delivering through our e-learning platform called E-digital skills academy , on zoom and whatsapp as well. This course has been designed for Women and MSMEs who want to understand the key elements of building an effective digital marketing campaign. Covering best practices and using case studies throughout, the session offers a practical guide to the core techniques in digital marketing.

For 15 years I worked as an IT Engineer , a field that was and is still male dominated . In those years I learnt that technology is bringing opportunities and all we can do is to embrace it and come up with solutions to solve problems in our communities , in the country and Africa at Large. The gender gap is preventing women from playing their full role in shaping the future of our society. We need to change this narrative that is why our organisation is giving women equal opportunities to learn about digital marketing and emerging technologies .

Thank you