



WIT's Sustainable Business Model Benefits Women in Jordan

Rudwan glows when she talks about her experiences with WIT. “When I heard about the program, I believed that it would help me achieve my ambitions and I have found that WIT has brought me closer to my goals in the area of IT as well as my relationships.” Her positive sentiment is shared by fellow WIT graduate, Ameera Al-Ma'taitah who also gladly shared her personal experiences.

The WIT program helped both Rudwan and Ameera overcome several challenging obstacles. “Customs and traditions on the one hand and financial difficulties on the other hand are the biggest challenges for women in our society” says Ameera. Though financial constraints make it difficult for women seeking training, WIT recognizes this and strives to make sure no woman is turned away based on her economic situation. WIT's training centers are built on a cost recovery sustainable business model, which have generated almost \$20,000 in revenue, and are therefore able to offer high quality training for low fees. Many centers also offer scholarships and financial aid to those who cannot pay the tuition.

It is due to WIT's affordability and accessibility that Rudwan and Ameera obtained the training they needed to become more competitive in the job market. They are grateful for the opportunity and now work to help others achieve the same. Ameera adds “WIT has helped me gain strength of character and knowledge of new information in the IT field.”

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