

Coverage Report

**Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge
Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women
Across India
April 13, 2026**

Online

PTI

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Over the first nine months eleven organisations with a presence across 13+ States in India tested digitally enabled work models across sectors including agriculture rural healthcare BPO services emerging data and AI services and edtech and jobtech platforms. Participating organisations were evaluated on their ability to provide at least 500 women from low-education low-resource communities with consistent work earning ₹200–₹500 per hour for a minimum of 10 days a month with time and location flexibility.

The cohort's achievements highlight a clear pattern: flexibility in when and where work happens is essential to enabling participation. Around 45% of participants required permission from family members to travel for work. Models that reduced or eliminated the need for travel were able to reach women who would otherwise remain excluded. Across all eleven organisations 70% of workers had access to flexible working hours and remote roles consistently expanded access in areas with limited local employment options.

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The four finalists B2R Technologies Futwork Karya and Myna Mahila Foundation now enter the Scalability Phase the next stage of the Challenge where they will focus on expanding these models while maintaining accessibility income stability and safety. Each organisation will work towards scaling sustainable livelihood pathways with a combined target of generating over \$10 million in new livelihoods.

The learnings from the first phase of the Digital Naukri Challenge show that when work opportunities are designed with flexibility and consistency in mind they can enable meaningful income for women who face constraints around mobility and access. With the selection of the finalists the next step is to scale these approaches in a way that remains inclusive while strengthening income stability. At Mphasis we see this as a critical step towards building sustainable livelihood pathways for women at scale said Deepa Nagraj Global Head of CSR and ESG Mphasis.

Tonight marks a significant milestone for the Digital Naukri Challenge and for the broader question of what ethical dignified digital work can look like for women in India. Across eleven organisations and over 1 200 women we learned the true shape of this problem: the mobility constraints the flexibility requirements the distance between onboarding and livelihood. Four models are now moving faster and deeper than the rest demonstrating that this market can be made deliberately and responsibly. The finalists carry with them not just prize capital but the evidence the ethics and the ambition to scale what works said Kanishka Chatterjee Ecosystem Partner and Advisor The/Nudge Institute.

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The cohort's achievements highlight a clear pattern: flexibility in when and where work happens is essential to enabling participation. Around 45% of participants required permission from family members to travel for work. Models that reduced or eliminated the need for travel were able to reach women who would otherwise remain excluded. Across all eleven organisations 70% of workers had access to flexible working hours and remote roles consistently expanded access in areas with limited local employment options.

Two categories produced the strongest results. AI model training and data evaluation work particularly tasks broken into short smartphone-based tasks proved accessible to women with significant mobility constraints and required lower onboarding time. BPO models both fully remote and supported by low-cost local centres delivered higher and more consistent earnings.

Income and consistency varied significantly across models. Remote BPO roles delivered the strongest earnings with participants averaging ₹10 000–₹14 000 per month. Task-based AI data work ranged from ₹2 000 to ₹6 000 per month often serving as supplementary income. In terms of consistency BPO-based models operated closer to formal employment with 85–95% of workers engaged month-on-month while task-based models saw fewer than one in three participants receiving work consistently for 10+ days per month.

The four finalists B2R Technologies Futwork Karya and Myna Mahila Foundation now enter the Scalability Phase the next stage of the Challenge where they will focus on expanding these models while maintaining accessibility

income stability and safety. Each organisation will work towards scaling sustainable livelihood pathways with a combined target of generating over \$10 million in new livelihoods.

The learnings from the first phase of the Digital Naukri Challenge show that when work opportunities are designed with flexibility and consistency in mind they can enable meaningful income for women who face constraints around mobility and access. With the selection of the finalists the next step is to scale these approaches in a way that remains inclusive while strengthening income stability. At Mphasis we see this as a critical step towards building sustainable livelihood pathways for women at scale said Deepa Nagraj Global Head of CSR and ESG Mphasis.

Tonight marks a significant milestone for the Digital Naukri Challenge and for the broader question of what ethical dignified digital work can look like for women in India. Across eleven organisations and over 1 200 women we learned the true shape of this problem: the mobility constraints the flexibility requirements the distance between onboarding and livelihood. Four models are now moving faster and deeper than the rest demonstrating that this market can be made deliberately and responsibly. The finalists carry with them not just prize capital but the evidence the ethics and the ambition to scale what works said Kanishka Chatterjee Ecosystem Partner and Advisor The/Nudge Institute.

The Challenge also highlighted broader shifts in the nature of digital work. Advances in generative AI are reshaping demand with routine tasks increasingly automated and greater emphasis placed on higher-value work such as AI evaluation and quality assurance. This is expected to influence how digital livelihoods evolve with a growing need for skills consistency and quality in emerging roles.

As the finalists move into the next phase the focus will be on translating early learnings into models that can scale sustainably across geographies while continuing to address barriers related to access flexibility and income stability at scale.

Online		
Date	Publication/ Portal	Headline
April 09, 2026	PTI	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India
April 09, 2026	Business Standard	Mphasis F1 Foundation & The/Nudge Prize's Digital Naukri Challenge Announces 4 Finalists to Scale Digital Livelihoods for 30,000+ Women Across India
April 09, 2026	Business Today	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India
April 09, 2026	The Hindu BusinessLine	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India
April 09, 2026	The Wire	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India
April 09, 2026	The Tribune	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India
April 09, 2026	The Week	Mphasis F1 Foundation and The Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30 000 Women Across India
April 09, 2026	Yahoo!Finance	Mphasis F1 Foundation and The/Nudge Prize's Digital Naukri Challenge Announces Four Finalists to Scale Digital Livelihoods for Over 30,000 Women Across India