

SPOTLIGHT STORY



Impact worker

Mbolatiana Ramanisa

Company **isahit**

Location **Madagascar**

Mbolatiana is from Toamasina in Madagascar. After going through the tragedy of giving birth to a stillborn child and having several miscarriages, she put her 10-year telecommunications career on hold to focus on having a family. In time, she became the proud mother of two children. After a period of nearly four years' unemployment, she started looking for work that would combine her need for professional fulfilment with the requirements of a stay-at-home mother.

While searching online, she found an advert for a job opportunity with isahit, a socially responsible platform for digital micro-tasks. She applied for the job in August 2018 and a week later became a 'hiter', working part-time to perform various digital micro-tasks, such as data processing and analysis. Because the digital tasks can be performed on isahit's online platform by using a computer and an internet connection, Mbolatiana can work at home. Isahit's goal is to contribute to the independence and development of women by giving them access to the world of work and digital.

Mbolatiana said: "Since I became a hiter, I feel useful! I am able to use my analytical mind, attention to detail, and knowledge of the world of telephony. With my new skills, I have become unstoppable in the search for accurate information on the internet."

"With isahit, I feel that I am contributing to something bigger. The beginning was chaotic

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isahit

because I was learning to work on the platform and get started. It took me three months to get my first income. I worked hard for two months after that so I could get paid for Christmas and make my family happy."

Now that Mbolatiana earns a monthly income, she is saving up to finance the construction of her house and eco-project. She explained: "I am constructing my house to be a 100% eco-responsible living and working space, with solar panels for energy autonomy, a rainwater harvesting system, organic vegetable garden, and a household waste sorting system for compost." With this project, she hopes to raise awareness among future generations of the possibility of energy self-sufficiency and to promote environmental sustainability as much as possible.

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Mbolatiana is one of the new impact workers that isahit has hired as part of its pledge to hire 3,350 new impact workers by the end of 2020, in response to the Global Impact Sourcing Challenge to companies to hire 100,000 new impact workers by the end of 2020.