



Freelance Outsourcing Career for Women

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Different social issues, including road safety, family support and unfavorable working environment for women are among the most common problems for female employment in Bangladesh. That is why sometimes family members encourage them to be in home. In this reality freelancing carrier can be a great opportunity for women. Freelancing has almost become a buzz word in Bangladesh. Everybody wants to be a freelancer. It is very inspiring but at the same time we have seen an enormous gender gap in the freelancer community in Bangladesh. Though, recently we have seen few female freelancers who are very successful in different world renowned freelance outsourcing market places but the number is very limited. But the situation can be changed and improved if we can take necessary and appropriate steps. According to the research released by Elance, not only women's earnings are growing, but 74% of the women surveyed (2,777) say that online freelance work provide them more opportunities to succeed in technology careers over traditional onsite or full-time work.

In Bangladesh, gender discrimination is a burning issues, woman usually gets less money for the same amount of work than their male counterpart. Freelancing career can solve this problem. "For women in tech, online work is a level playing field where merit and results win," said Fabio Rosati, CEO of Elance in a press release issued this morning. "Online work provides an attractive avenue to neutralize gender discrimination around the world and create flexible professional opportunities not available in traditional job markets."

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The key findings of that study were as follows:

* Women want intellectual challenge: 65% of women who work online say the diversity of projects provides them with more learning opportunities and aides in strengthening their skill sets.

* Women are multi-taskers: 60% of women say online work enables them to easily manage their personal and professional lives.

* Women need choices: Online work allows simple and realistic opportunities to work with multiple clients, and 60%

family and continue their career.

Shelancers.com is a market place for women by the Women. Shelancers membership provides a selection of benefits that will speed your business, personal and professional development. Members enjoy exclusive access to resources and products that are designed to help you increase your business and professional knowledge and in doing so propel your business to the level that you desire. It was started by two women entrepreneur, Nicole Dean & Tawnya Sutherland.

The advertisement for Shelancers features the brand name 'shelancers' in a lowercase, sans-serif font. To the right of the name are three black silhouettes of women in professional attire, one carrying a briefcase. Further right, the text 'WOMEN getting the Job DONE.' is displayed in a bold, uppercase font. Below this, two columns of text pose questions: 'Are you an overworked Business Owner trying to do it all yourself?' and 'Are you a Freelancer or Consultant looking for more clients?'. At the bottom of each column is a black briefcase icon containing the text 'Want to HIRE a shelancer? CLICK HERE' and 'Want to BE a shelancer? CLICK HERE' respectively. On the left side of the advertisement is a group photograph of several diverse women smiling and giving thumbs up.

of women say it's easier than competing for a full-time job.

Doing multiple projects from your own home and in your own time opens up a lot of opportunity, particularly in tech where everything changes so rapidly. It may be daunting to jump back into the unknown workplace after five years on the sideline—so for many a solution could be re-entering on a project-by-project basis.

If we want high-achieving mothers back in the workforce, don't give them an office and a week filled with face time, give them something to get done and tell us when you need it by. It is sometimes very frustrating for the high-achieving mother to sacrifice their career for their family. Freelance outsourcing career will give them the opportunity to manage their

Membership of Shelancers will introduce you to marketing & business experts, tools & resources, training & tutorials, and business-building tips and advice. Members of Shelancers get access to a growing range of audio interviews, including audio interview and expert help from the shelancers team.

In our country where road safety and work place harassment are major issues, we should more focus and promote women freelance outsourcing career. Currently Bangladesh Open Source Network along with different prominent women freelancers in the country are trying to promote this idea. Different world renowned market place including Freelancer.com, elance.com, odesk.com also spread their hand to this campaign.

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