



Padhegi Woh Toh Badhenge Hum Campaign

On 11 October 2021, Development Alternatives launched a 21 days long campaign, 'Padhegi Woh toh Badhenge Hum' in collaboration with NDTV. This campaign aimed to raise funds and generate support to make 5 million literate women by 2025.

For the campaign, NDTV aired a 30 minutes show on 23 October 2021 with a repeat telecast on 24 October 2021, on both NDTV India and NDTV 24 X 7. The programme highlighted the need as well as the impact of DA's literacy programme TARA Akshar+.

On NDTV India, the panel consisted of Rahul Bose, Actor, Director and Philanthropist; Kanika Pal, South Asia Head, Community Investment & Sustainability Programs, Hindustan Unilever Ltd; Nishtha Satyam, Head of Office, UN Women Timor-Leste and Dr. Ashok Khosla, Chairperson, Development Alternatives. The show was hosted by Nidhi Kulpati. The speakers highlighted the importance of literacy, especially for women. They spoke about how literacy empowers women and how financial literacy, digital literacy, health literacy and gender literacy are essential.

The programme on NDTV 24 X 7 was hosted by Gargi Rawat and was graced by the presence of Rahul Bose, Actor, Director and Philanthropist; Soma Wadhwa, Fellow, India Development Foundation; Nishtha Satyam, Head of Office, UN Women Timor-Leste and Dr. Ashok Khosla, Chairperson, Development Alternatives. During the show, Rahul Bose shared a story about a woman who was first scared to travel because of the fear of the unknown but after going through a literacy program she gained the confidence to increase her mobility. Soma Wadhwa shared how the women who graduated through the TARA Akshar+ programme were better able to handle the COVID-19 Pandemic as per the evaluation conducted by them. Dr. Khosla spoke about the importance of participation in the society for a woman on her own terms and how TARA Akshar+ and other development programmes at DA, empower women to be themselves and make their own choices. Nishtha reiterated that functional

literacy is one of the most lasting impacts a country could have on women and that empowering women is empowering humanity.

Further, in both the shows, the impact of TARA Akshar+ was seen in the women of Bhagwanpur. During the show, Shonakshi Chakravarty, reported live from Bhagwanpur with a group of TARA Akshar+ graduates who in their own words explained the change they saw in their lives after gaining literacy. In the group was also Rupa Devi, who is proficient in stitching and tailoring, a skill that helped her stitch masks during the pandemic. Her story was also separately captured and showcased. Apart from Rupa Devi, the stories of Maharjana and Ashiya were also shown. Additionally, two more stories from the field were telecasted to show the impact of TARA Akshar+ and further strengthen the case for literacy. To Donate, log on to www.devalt.org/taraakshar.