

## **Call for Applications: DA CHANGEMAKER PROGRAM 2021**

*Bringing together passionate individuals to advocate & fundraise for Adult Literacy*

### **About the programme**

TARA Akshar+, an adult literacy programme has made more than 2 lakh women foundationally literate to read, write and numerate. The programme has empowered them to make decisions and bring about a change in their conditions. By using cognitive techniques combined with modern technology and weaving the local community's customs, this programme has revolutionised the space of adult literacy in the past decade. Benefits of increased levels of literacy is beyond numbers, it means a more equitable and inclusive society. TARA Akshar+ strives for building confidence of women and ignite their minds with the power to make informed decisions.

We work closely with women of rural India to bring learning opportunities for all. The Coronavirus pandemic has struck different aspects of lives around the globe. Hence, this programme is even more relevant in today's time, especially in rural India. As we are all trying to persevere through the brutal times, the pandemic has forced us to dive deeper into the current situation of the ones who are more resource constrained than one might imagine and has highlighted the importance of being foundationally, digitally & financially literate in an unpredictable world.

Hence, our programme is an action to solve the difficulties that rural women face due to illiteracy and its resultant perils. Because when all learners have equitable access to technology, when everyone participates, and when everyone learns, we all benefit from a more engaged, informed and just society.

### **About the Organization**

Development Alternatives (DA), the world's first social enterprise dedicated to sustainable development, is a research and action organisation striving to deliver socially equitable, environmentally sound and economically scalable development outcomes. Our activities broadly cover three primary areas that underlie any sustainable development process: the design and large-scale dissemination of appropriate technologies, rational environmental management systems, and equitable people-oriented institutions and policies. TARA Akshar+ is one such high-tech tool to empower poor and marginalised women with reading, writing and arithmetic skills

### **Leadership in times of crisis**

Development Alternatives therefore is looking for proactive, passionate individuals who can raise funds for these rural women and become a voice of change in their circles. Changemakers, as we call them, prior to raising funds will receive online training to learn how to get others involved in their cause and make a greater impact to help eradicate illiteracy in India. You would receive around the clock mentorship from experts of various fields – education, advocacy and fundraising.

Of course, you also get a chance to transform not just lives but generations!

**Are you willing to be a changemaker? Then go ahead and apply to us.**

## What's in store for you?

- Hands on experience with a social organization, insights about some of the most pressing developmental issues and innovative solutions to counter them
- An Opportunity to grow holistically as a human being and evolve into a more compassionate individual
- Training on: Advocacy & Fundraising skills. If you plan to make career in building partnerships, outreach and fundraising, this is a must program for you
- Mentorship from seasoned professionals to build your own personalized fundraising campaign, tickling your grey matter and arriving at innovative ways to fundraise
- Certificate of completion upon closure for participants that fundraise successfully for TARA Akshar+

## Who can apply?

We are looking for working professionals, students or housemakers from across the globe who:

- Have a deep passion for literacy, human rights and social causes
- Have a critical acumen and will not hesitate to go an extra mile
- Have access to a computer and internet connection
- Have the availability and will to contribute 4 weeks of voluntary service to complete the program

## Important Information

- Where<sup>i</sup>: Online
- From 16<sup>th</sup> of August
- Duration: 4 Weeks/40 hours

## Key Dates

- › **July 28 – August 11:** Application submission
- › **August 5 – 11:** Application evaluation on rolling basis
- › **August 12:** Profiles assessment
- › **August 13:** Letter of acceptance
- › **August 16:** Module 1: Introduction to DA and the Changemaker Program
- › **August 17:** Module 2: Introduction to TARA Akshar+
- › **August 18:** Module 3: Building Advocacy skills
- › **August 19:** Module 4: Learning Fundraising Strategies
- › **August 23:** Fundraising Plans, Presentation & Feedback
- › **August 24:** Final presentation submission
- › **August 25 – September 6:** Running your own Fundraising Campaign
- › **September 6:** Program closure

## How to apply?

Fill up the [Google Form](#) by the 11<sup>th</sup> of August 2021, 2100 hours IST

For any query, please write to [taraakshar@devalt.org](mailto:taraakshar@devalt.org)

Visit us at [www.devalt.org](http://www.devalt.org) | [www.taraakshar.org](http://www.taraakshar.org)

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<sup>i</sup> A few visits to our HQ, only if required. We follow very strict COVID protocols.