

Game Changer for Gender Equality

Keeping HER First





Increased Public Participation

"Now I know that my voice is important, I am confident in my abilities and I am leading the village as the Sarpanch"

- Sonia Devi



Better Decision Makers

"I questioned, why purdah? and sat unveiled, reading a newspaper, on the chair next to my husband"

- Kusum Vishwakarma



Improved Family Wellbeing

"My perspective on health, nutrition and sanitation has changed. Without any shame, I confidently talk to my daughters about menstrual health"

- Kamla Devi



Contribution to Workforce

"I do not value norms of patriarchy or the caste system, I know that only skills are important to lead a good life"

- Zeenat Zehra



Strengthened Economies

"From someone who did not know how to even read or write, I have now become a successful handicrafts business owner, my life has turned around in this year"

- Savitri Devi



All-Round Community Development

"We have made our own platform to discuss and mitigate community problems; women are now leading change"

- Mehsari Bano

What does WOMEN EMPOWERMENT look like?



How did we achieve it?

TARA Akshar+ (adult literacy programme) is a passport to a fulfilling life for women in India

With innovative ICT based technology, this adult literacy programme imparts functional literacy in Hindi and basic arithmetic in just 56 days through a comprehensive software. This is followed by a six month post-literacy programme called Gyan Chaupali, which not only strengthens the literacy base of women but also imparts information on topics of finance, entrepreneurship, rights and entitlements, health, and livelihood preparedness to bring in the 'application' part of literacy into the lives of women.

Through functional literacy, women in India have a real opportunity to transform their lives and enrich the lives of people around them. The programme has enabled 230,000 women in India in the last decade, making them aware citizens, contributing to society as a strong 'social capital' and leading to overall community development.



Endorsed by Funder

"We are proud to have supported Development Alternatives' innovative programme, teaching illiterate women to read, write and do basic math. We have seen really impressive results. This is not just a literacy project; it goes way beyond reading and writing. This programme empowers women to such an extent that they have the confidence to start businesses, improve health practices at home, and actively participate in decision-making in their villages."

- Per Heggnes, CEO IKEA Foundation

Validated by Evaluators

"TARA Akshar+ is a well-defined and professionally implemented and managed programme. TARA Akshar+ graduates have made significant improvements in reading and numerical skills. Moreover, they are more confident, have a more nuanced understanding of gender rights and relate to the world differently. The programme has also created social capital in the villages it was present in and also generated goodwill for itself."

- India Development Foundation (IDF)

Join us to empower 1 million more women by 2022

Recognitions

WISE Awards, 2016 - Winner

eUttara Award, 2014 - Winner

Buckminster Fuller Challenge Award, 2011 -
Honorable Mention Award

Wall Street Journal, 2011 - States, "fastest
literacy programme in the world"

Stockholm Challenge Award, 2010 - Finalist

E-India Award, 2010 - Finalist

DARPG, Government of India, 2010 -
Documented as best practice in adult literacy

Partners



About Development Alternatives

Development Alternatives (DA) is a social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions. www.devalt.org