

## Press Release

New Delhi, Uttar Pradesh, Madhya Pradesh, Uttarakhand

| November 13, 2017

### **Empowered Women through Literacy**

- Development Alternatives is supported by IKEA Foundation to help empower more and more women with literacy and self-reliance.
- The literacy programme is called TARA Akshar+. It makes women literate with basic numeracy skills.
- Till date 1, 95,342 women have been empowered through this programme since 2005.

#### **Introduction**

After a successful first and second phase of TARA Akshar, the IKEA Foundation is here again to extend its support in realising dreams of countless women in Uttar Pradesh, Madhya Pradesh and Uttarakhand.

The programme will focus in the region of Orai, Jalaun District, Lalitpur District, Jhansi District in Uttar Pradesh; Datia District in Madhya Pradesh and Bhagwanpur, Haridwar District in Uttarakhand.

The Foundation is supporting Development Alternatives with a grant that will help empower more and more women with functional literacy.

Speaking on the occasion, Petra Hans, Head of Portfolio *Building Self Reliance*, IKEA Foundation said, "The IKEA Foundation is supporting Development Alternatives because its programme is proven to empower women, which means they are more able to earn a sustainable income and provide their children with a healthy start in life and a quality education".

Elaborating on the plan Development Alternatives' Senior Programme Director, Dr. Alka Srivastava says, "This partnership with the IKEA Foundation is valuable for us as it is helping us to build on the existing learnings & making us look into widening our horizon- both in terms of reaching to more number of women and to newer geographies and partnerships."

Till now TARA Akshar+ programme empowered more than 1,95,342 with functional literacy that allowed many women to become economically secure and confident.

Savita Patel, a TARA Akshar+ graduate from Bhadoi, Uttar Pradesh, says, "It is because of TARA Akshar+ that I am able to sign on Government documents. Earlier, I used to put my thumb print. I started attending Panchayat meetings and also came to know of many Government schemes. This gave me the confidence to contest for Gram

Panchayat elections and win it. I am the current functioning Gram Pradhan in the village and I owe my success to TARA Akshar+”.

### **About TARA Akshar+**

**TARA Akshar+** is an ICT based program which imparts functional literacy in Hindi and basic arithmetic in just 56 days. It functions via highly comprehensive software developed through stages of intensive grassroots level research and study of best practices globally. Specially designed classes are conducted by locally trained instructors in the learners’ own localities. The learners are taught to instantly recognize the sound of letters, syllables, numbers and form words and sentences using the ‘Memory Hook’ technique embedded in animated movies and exercises.

**Gyan Chaupali** runs for 6 months post TARA Akshar+. It aims to impart comprehensive information, general knowledge and strengthen the newly acquired literacy base of learners. It compiles a plethora of components into an all-inclusive package to weave in the application part of literacy to their lives. Apart from reading and writing practice, other forms of edutainment and informative sessions are also held.

---

### **About Development Alternatives**

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. DA’s green technology innovations for habitat, water, energy and waste management, which deliver basic needs and generate sustainable livelihoods, have reduced poverty and rejuvenated natural ecosystems in the most backward regions of India.

Learn more at [www.devalt.org](http://www.devalt.org) and

<https://www.facebook.com/DevaltOfficial/>

### **About the IKEA Foundation**

The IKEA Foundation (Stichting IKEA Foundation) is the philanthropic arm of INGKA Foundation, the owner of the IKEA Group of companies. We aim to improve opportunities for children and youth in some of the world’s poorest communities by funding holistic, long-term programmes that can create substantial, lasting change. The IKEA Foundation works with strong strategic partners applying innovative approaches to achieve large-scale results in four fundamental areas of a child’s life: a place to call home; a healthy start in life; a quality education; and a sustainable family income, while helping these communities fight and cope with climate change.

Learn more at [www.ikeafoundation.org](http://www.ikeafoundation.org) and [www.facebook.com/IKEAfoundation](http://www.facebook.com/IKEAfoundation)

For any clarification/queries please contact: Rambha Tripathy; 9811175042; 011-26544221; [rtripathy@devalt.org](mailto:rtripathy@devalt.org).