



DA Changemaker Program 2021: Padhegi Woh Toh Badhenge Hum

Organiser: Development Alternatives

TARA Akshar+ (TA+) is the flagship programme of Development Alternatives that enables rural and peri urban women with literacy and provides access to information on health and hygiene, financial and legal literacy, entrepreneurship and livelihood preparedness, across the nation. This programme has empowered more than 3 Lakh women till now, and aims to reach out many more women, who are waiting to transform their lives.

TA+ launched a new initiative - 'DA Changemaker Program 2021' in the month of August 2021. In order to undertake this program bi-annually, it aims to work with individuals who will raise funds for expanding the sphere of adult literacy and sustainable lives for marginalised women and their families.

The first cohort of 'DA Changemaker Program 2021' has 135 individuals from different parts of the country. The program was started with a 4-day training capsule from 16–20 August 2021, wherein they received round-the-clock mentorship from experts of various fields – education, advocacy and fundraising. These Changemakers will be raising funds for TARA Akshar+ programme and become a voice of change in their circles.

DAY 1: On the first day, participants were introduced to Development Alternatives and its work. Dr Ashok Khosla, Chairperson, DA Group, deliberated on the need for Public Philanthropy for Making India Better for All its Citizens.

Later, Mr. Shrashtant Patara, Vice President, DA & Chief Executive Officer, TARA, highlighted the qualities of a leader, especially during times of crisis, such as COVID-19 pandemic. He also emphasised the importance of adopting systematic approaches in such times.

DAY 2: Second day was designed to help the Changemakers understand the concept of adult literacy, its landscape in India, and the impacts associated with it.

Prof. Anita Rampal, Ex-Dean, Central Institute of Education, University of Delhi conducted the first session where she threw light on the need for adult literacy in India, especially the need of critical literacy as well as pedagogy. She discussed the need to resolve the education problem from a wider,

more inclusive perspective and abstained from infantilising adult education. She highlighted that the objective should be to ensure that education is accessible to individuals across age groups as well as challenged the assumption that an individual who does not have a formal education does not have enough knowledge.

The day ended with a session called “Women in Focus” conducted by Dr Alka Srivastava, Consultant, Development Alternatives, where she discussed about the impact of literacy on the lives of the women. She cited various examples from TARA Akshar+ graduates who have been able to change their economic and social conditions after receiving literacy.

DAY 3: On the third day, Changemakers were introduced to the concept of crowdfunding by Mannat Anand, Director - Fundraising, Make a Difference (MAD). In this 2-hour session they were introduced to the concept of individual networks and how it plays a crucial role in crowdfunding. The Changemakers, identified their personal network, through various activities, and net value for fundraising, as well as, how they can build their personal brand. Through different interactive activities the Changemakers also mapped their network as well as understood how to pitch the perspective donors through engagement and other tools such as posters, gifs, etc.

DAY 4: The last session was a training capsule provided by Fuel a Dream. They explained the concept of crowdfunding and the science behind it. They introduced participants to the concept and practice of online donations, and how it functions during the times like global lockdowns. They shared prominent examples of successful campaigns that will enable the Changemakers to strategise and design their own campaign.

The Changemakers have graduated to the second leg of the program, where they have been assigned individual crowdfunding pages and goals to raise funds for the rural women who can receive literacy and enhance their livelihood and sustainability.

Our Changemakers, through their endeavours are now transforming not just lives, but generations. To support them donate at https://www.fueladream.com/users/51278/organization_profile. Also request you to share the link in your circles.

