



#UnlockingHerPotential: A Webinar Series on Literacy Led Empowerment of Women by DA

The TARA Akshar+ programme is organising a webinar series called #UnlockingHerPotential, a literacy led empowerment of women. This Knowledge Series of six webinars is being conducted online in collaboration with other partner organisations, to deliberate collectively on contemporary issues related to marginalised women and how they can be brought squarely into participating on their own terms in society and the economy. It seeks to bring people together from various spheres of life like that from the world of finance, governance, subject experts and solution providers deliberating on the movement in women's life and scope of its further consolidation. In addition, the Knowledge Series is designed to explore, share and create wider recognition of the need to accelerate the spread of these basic skills and to motivate the public and corporate donors to participate in taking it forward.

The series is expected to stream in the months of March, April and May on every alternate Monday. In the month of March, three webinars were conducted where discussions were held on the need for adult literacy and how the focus had shifted; what women want for development and how literacy can connect them to livelihood; and the need for women to become financial literate and how the TARA Akshar+ programme ensures access. The panelists ranged from researchers and academicians like Prof. Anita Rampal, Rita Sengupta, Dr. Geeta Bhatt to representatives from the corporates and philanthropies like Eric Falt, BS Nagesh, Pradeep Gupta and Anu Aga.

In the last webinar titled "Enabling her towards Financial Capability", ShabanaAzmi, Actor par excellence was the keynote speaker while Vishal Wadhwa, EVP and Head of Rural Business (Gramshakti), FICCL; Soma Wadhwa, Fellow, IDF; Amir Ullah Khan, Professor at the MCRHRDI of the Government of Telangana and ShrashtantPatara, Chief Executive Officer, TARA and IMEDF, Senior Vice President, Development Alternatives Group were also part of the panel.

The aim of the webinar was to demonstrate how TARA Akshar+ programme has enabled women to make independent and informed financial decisions and as multi-disciplinary, all encompassing, having wide scope programme with measurable goals and remunerative outcomes in Women Empowerment & Economic Inclusion of Women.

While sharing her views Shabana Azmi emphasised on the importance to impart financial literacy on larger lever, especially in rural areas women with programmes like TARA Akshar+. Adding to this she said women are also responsible for their livelihoods. Education is important but consideration of type of education according to requirements is more important. Further, she said “Just earning is not enough, how you control that money and how you exercise choice- that is empowerment.”

The webinar series will continue till May and will discuss topics such as need for digital literacy as well as access to technologies for women; Health literacy and WASH for women and finally Social empowerment.