



**#UnlockingHerPotential:  
A Webinar Series on Literacy Led Women Empowerment**

Society for Development Alternatives has organised a webinar series called #UnlockingHerPotential, literacy led empowerment of women to raise awareness about its flagship programme TARA Akshar+. The Knowledge Series of seven webinars has been successful in deliberating 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.

DA has brought together people from various spheres like 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 has been streaming since the month of March and will be continuing till May on every alternate Monday. In the month of March, the three webinars conducted highlighted 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 financially literate and how the TARA Akshar+ programme ensures access.

In the fourth webinar titled “Unlocking possibilities: Literacy a key in strengthening Women Connect”, the aim of was to demonstrate the need to address the gender digital divide and how TARA Akshar+ has through Information and Communication Technology incorporated digitalisation into the programme and helped familiarise them with technology.

Mallika Sarabhai, Activist & Indian Classical Dancer was the keynote speaker with Dr. Revi Sterling, Director, USAID WomenConnect Challenge; Rohtash Mal, Chairman & MD, EM3 Agriservices Pvt. Ltd.; Sameer Garde, President, Cisco's India and SAARC Theatre; and Manisha Singh CSR & Communications Head, Nokiawere also part of the panel.

Mallika Sarabhai emphasised that empowerment lies in enabling women to understand that the world is full of opportunities and that the walls of their homes cannot hold them back. Digital growth can be a pathway to connect women to entrepreneurship for unlocking her potential.

In the fifth webinar "Titled "Literacy - a Prescription for Positive Health Outcomes", discussed the need for literacy and specifically health literacy given that at least nine out of 10 adults suffer from low health literacy. Focus was on the threat posed by the huge 'cost of ignorance' coupled with the ever-growing population, on our nation's economic stability as patient-care expenditures are on the rise.

The webinar was graced by the presence of Sandhya Venkateswaran, Fellow, Lancet Citizen's Commission on Reimagining India's Health Systems; Kanika Pal, South Asia Head, Community Investment & Sustainability Programs, Hindustan Unilever Ltd.; Dr. Santosh Mehrotra, Visiting Professor, Centre for Development, University of Bath, UK & Ex-Professor of Economics, JNU; Michael Daube, Founder & Executive Director, CITTA; Dr. Sunil Kaul, Founder Trustee, The ANT and Dr. K. VijayaLaxmi, Vice President, DA Group.

While discussions ranged from the need for health literacy and its impact on the economics of a country to TARA Akshar+ bridging this through the three powerful pillars that empower a women, Kanika Pal pointed out that when a women, the care provider of the family is illiterate, it creates obstacles to access healthcare for all. She emphasised on the gendergap that exists in literacy& health literacy that creates huge barriers & investments in this are critical for UnlockingHerPotential thereby reiterating the need for programs like TARA Akshar+.

The webinar series will continue till May and will discuss topics such women's participation in governance and Social empowerment.