

Graduation Ceremony for TARA WE ADD Digitally Literate Women in Lalitpur, Uttar Pradesh

Development Alternatives (DA), in collaboration with the Reliance Foundation, is bridging the digital gap between women and technology through a digital literacy initiative under Technology & Rural Advancement for Women Empowerment through Annihilating Gender Digital Divide project (TARA WE ADD project). The initiative has brought 838 women online and has made a compelling case for women's integration with technology. For the past 14 months, DA has been tirelessly implementing this project.



A Graduation Ceremony for TARA WE ADD Digitally Literate Women held in Jakhaura Block, Lalitpur

Under this project, a graduation ceremony was held in Jakhaura Block of Lalitpur District in Uttar Pradesh on 5 August, 2022. During the ceremony, 838 women received digital literacy certificates. Shri A. K. Singh, Project Director, District Rural Development Authority (DRDA), was the chief guest at the event. Other dignitaries who attended the event included Shri Neeraj Kumar Shrivastava, Deputy Commissioner, Self-Employment, NRLM, Lalitpur; Shri Vinay Kumar, Assistant Commissioner, Food Safety, Lalitpur; Shri Rajesh Kumar, Block Development Officer, Jakhaura; Gram Pradhans of different villages; and other local dignitaries. The event was extensively covered in regional newspapers.



Women with their mode of empowerment: The Smartphone



Women with their certificates

All the women who were benefitted under this initiative shared their experiences through jingles. They were vocal about the utility of having a smartphone and using it to especially diversify their income sources.

Now, the project is working towards ensuring that women are organised in Common Interests Groups so that they can mutually benefit from each other and continue to propel their businesses online. They are acquainted with the smartphone technology and aspire to use it as a medium for self-learning and income enhancement.