



International Women's Day Celebration at TARAgam Orchha and Across IMEDF-SFURTI Clusters

"Every woman's success should be an inspiration to another. We're strongest when we cheer each other on" – Serena Williams

Women's day was celebrated in Taragram, Orchha, to showcase women's achievements, recognise their challenges, and focus greater attention on women's rights and gender equality. Our motto for women's day was **#breakthebias**.

An awareness programme was organised to spread the knowledge of the services provided by Udyame with the help of their partner RangDe. Udyame is a peer-to-peer lending platform that enables individuals to invest in entrepreneurs from low-income households, helping them build sustainable livelihoods.

RangDe organised a financial literacy programme for 117 women participants around their services and products, empowering women to be self-reliant in their entrepreneurial aspirations. A loan mela was facilitated by RangDe to support budding women entrepreneurs who need financial assistance.

During an interactive session on general or gynecological issues, women were encouraged to lead a healthy lifestyle by DocGenie doctors Dr Rachna Jain and Dr Rachna Kucheria. DocGenie is a telemedicine platform designed by a team of veteran doctors to provide quality healthcare to women in rural areas. Two local doctors also anchored a health camp for the women who wanted to get their routine health checkups done.

The event organisers recognised and appreciated the efforts of women entrepreneurs who had taken the initiative to start businesses of their own. The event was managed by the DA and SED teams and actively supported by volunteers. The event was broadcast live on Radio Bundelkhand.



Celebration of International Women’s Day 2022 at IMEDF-SFURTI Clusters

Michelle Obama once remarked, “There is no limit to what we, as women, can accomplish.”

In resonance with the above statement by Michelle Obama, many of the IMEDF-SFURTI clusters shared their powerful narratives about how they were able to break the barrier and accomplish inspiring success that lifted the aspirations of many in their community.

The women artisans and farmers of all the IMEDF-SFURTI clusters play a significant role in regenerating traditional industries in their local communities. They celebrated International Women’s Day 2022 at their respective Common Facility Centers (CFCs). On this occasion, a wide range of activities and events were organised in clusters across the country.

Promotion of Natural-dyeing Art

The women artisans at Urmul Cluster in the Thar Desert promoting the natural-dyeing art of Kasheedakari embroidery celebrated their innate talent by presenting their new collection in a fashion show conducted at their dyeing unit. This story was prominently circulated in the vernacular media.

Promotion of Weaving Skills

At the B. R. Hills Wild Bee Honey Cluster in the Chamarajanagar district of Karnataka, tribal women honey collectors gathered to share their stories of empowerment. Similarly, the CFC unit felicitated women weavers of Mat and Babui Grass Craft cluster for their work in promoting the art of weaving grass.

Promotion of Green Economy

The women farmers of Banki Aromatic Products cluster in the Cuttack district of Odisha conducted a tree plantation drive, spreading the message of promoting environmental sustainability. At the same time, the Bamboo Crafts Cluster in the Tapi district of Gujarat distributed Artisan Cards to all its members on the special occasion of International Women’s Day. They also participated in a three-day Bamboo Products Promotion Programme at Amity University, Noida, from 8 to 10 March, 2022, organised as part of Indian Forest Services Officers’ training. This was covered in the vernacular print and digital media.

Skill Enhancement

The Nautical Artifacts Cluster in Roorkee, Uttarakhand, organised a skill enhancement training for women artisans. The Churachandpur Aromatic Cluster in Manipur conducted a training session on product development of aromatic products from 8 to 12 March, 2022, in Pearson village of the Churachandpur district. Likewise, the women-only Lac and other NTFP Processing Cluster in the Gumla district of Jharkhand

celebrated the day with a visit to Krishi Vigyan Kendra, which was supported by the Indian Institute of Natural Resins and Gums, Ranchi, for an exposure visit to upskill their craft further.

Awareness Programmes

Channapatna Lacware Toys Cluster in the Ramnagara district of Karnataka organised a Women's Safety Awareness Programme. A lady police officer of the district also graced the occasion, while at the Mohanpur Magic Millet Cluster in Odisha, women farmers were made aware of menstrual hygiene and cervical cancer. Sanitary napkins were also distributed along with providing training on modern farming methods.

Health Camp

A medical camp was organised by the Community Health Centre of the block for the women of Chheligarha Maize Cluster in the Gajapati district of Odisha, wherein women consulted for their primary health check-ups.

Cultural Events

Udala Lemongrass and Palmarosa Cluster in the Mayurbhanj district of Odisha organised cultural competitions for the Santhal women, wherein they perform their traditional dance and music.

Thus, through the length and breadth of the country, International Women's Day 2022 was celebrated at the grassroots by our tribal communities with great enthusiasm.



