



Image 1: Iqbal (DA field team) explains the impact of the project in the geography

International Labour Day and Logistics Training Alumni Meet Celebration at Badli, Haryana under WE-LEAD Project

Under the Women's Empowerment through Livelihoods, Entrepreneurship, and Access through Digitisation (WE-LEAD) Project, 'Rubaroo 2.0', an alumni meet, was organised on 1 May, 2022. A total of 62 women and youths from the livelihood training programme conducted in the Jhajjar district, Haryana attended the event at the Development Alternatives' (DA) Badli Centre, Haryana. The event happened to coincide with the International Labour Day, which helped participants in understanding the essence of the celebration.

After showcasing a short video on the International Labour Day, a rapport-building exercise was conducted for audience interaction. The DA team introduced their work in the project geography, along with the overall objectives and areas of work.

The aim of the event was to provide an open platform to participants, where success stories of women in achieving local livelihood opportunities can be shared, motivating their peers in becoming local role models. Santosh, a mother of three children, was proud to tell others that she works and is financially independent. After her husband's car accident a year ago, she joined a logistics training held under the WE-LEAD project. She learned new skills and availed locally available opportunities to support her family through hard times. Taking inspiration from his mother, her eldest son, Vikram, 22, completed the same logistics training and started working at DB Schenker's warehouse located close by. This enhanced their household income two-fold. Her daughter, Jyoti, 21, and younger son, Arvind, 19, also intend to finish their studies and help their family in the future.

The project team through peer-based interaction documented aspirations and challenges of women and job opportunities available in Jhajjar. It was observed that for many participating

women, the project enabled them to step out of their homes and connect with one another. In their community, it is traditionally considered inappropriate for women to roam freely outside the house. The belief is that only men should be working outside the house, whereas women should stay home and look after the family.

In a male-dominated community, the women under WE-LEAD are taking up local job opportunities and breaking prevalent gender-based notions regarding roles and responsibilities. With about 100 women employed in the logistics sector, through their proactive participation and financial independence, they are slowly broadening their community's mindset.



Image 2: Participants and project community resource persons attend Rubaroo 2.0 Alumni Meet

In the discussion on potential local businesses, the participants emphasised on the need for freedom of movement. As young girls and women needed to be accompanied with a male member (either husband, father, or son) for her safety, the idea of e-rickshaws driven by women caught people's attention. Some women also enrolled their names to acquire training to become e-rickshaw drivers. Through the alumni meet, the project team members also gathered details about the impact of the project and the future course of action.



Image 3: Women participate in an open discussion regarding gender-based roles



Image 4: Youth participants

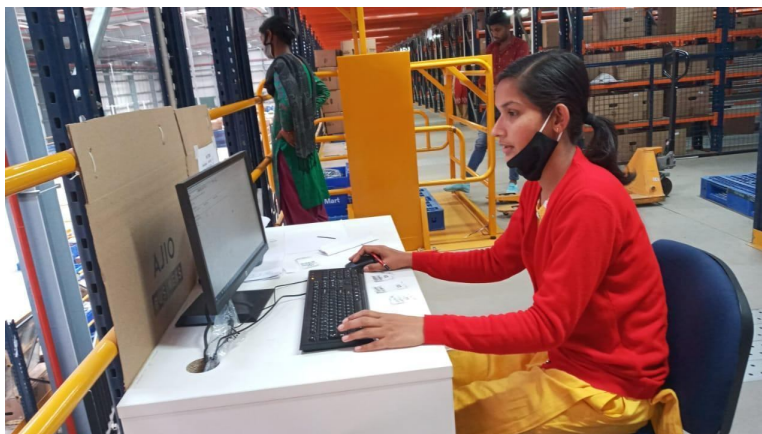


Image 5: Chanchal, a Logistics Training Alumni, at her work desk in ECOM Warehouse, Jhajjar