



Generating Economic Opportunities for Women through TARA Akshar+ Programme

TARA Akshar+ is the flagship programme of the Development Alternatives Group which has made over 2 lakh women functionally literate and numerate, and better prepared for their future livelihoods. Bhadohi District (Uttar Pradesh) is famous for being the 'carpet belt of India'. Cottage carpet industries are set up in many homes (both rural and urban) in the entire District. This makes the region, the biggest market and supplier of carpets around the world. As part of DA's mandate to ensure sustainable livelihoods, post TARA Akshar+, vocational training on 'carpet finishing' was organised with the Rural Self-Employment Training Institute (RSETI) Bhadohi. The training was held from 5th – 13th May, 2019. The graduation ceremony was held on 13th May 2019 to honour the TARA Akshar+ neo-literates who participated in the training. A total of 35 women were certified. Shri Devendra Dubey, RSETI Bhadohi presented the certificates to the qualified neo literates.

Earlier, it was mostly the men in the region who were involved in the skill of carpet finishing, but, with this effort, more and more women are acquiring this skill. Out of the 35 women who were trained, 6 of them have already started receiving carpet orders from export houses. The women have planned to work in groups and collectively finish carpets on bulk orders.