

The Curious Seeker



Jashoda, a 27-year-old woman, lives in Madwari village, Lalitpur District of Uttar Pradesh. After becoming literate through the TARA Akshar+ programme, she runs a grocery shop in her town Madwari.

TARA Akshar+ is DA's flagship programme that imparts foundational literacy to adult women to read, write, and numerate. Jashoda had no idea about the smartphone. When the Digital Literacy Center opened in her village, she registered with her village's Smartphone didi. She came to the Digital Literacy Center daily to learn how to operate a smartphone. Under the Technology & Rural Advancement for Women Empowerment through Annihilation of Digital Divide (TARA WE ADD) project, an extension of the TARA Akshar+ programme where neo-literates are being made digitally literate, she underwent various training sessions. She learned how to operate a smartphone, which helped her gain financial literacy, and she opened her grocery shop.

She particularly liked discovering new things on the Google app, and Jashoda got interested in getting information about things using Google Lens. Sudha, another woman from the village, took her husband's smartphone at home one day to find out the breed of her buffalo and took a photo of a buffalo from Google Lens. She found that her buffalo is a cross breed of both Murrah and native. She then used the Krishify app to look for the cost of cattle and if any government scheme could get her subsidy.

The TARA WE ADD project aims to digitally literate rural women with a low educational and low-income background and connect existing/potential micro-entrepreneurs with digital platforms that lead to income enhancement. As part of our flagship programme Tara Akshar+, the TARA WE ADD project has trained 814 rural women with low educational and low-income backgrounds in digital literacy. It connects the existing/potential micro-entrepreneurs with digital platforms that lead to income enhancement.