



જેદદવાન જેપુતો

WOMEN EMPOWERMENT

A brighter future
through gender equality



TRANSFORMING
EVERYDAY
LIVING



Aligned with the UN Sustainable Development Goal 5

5 GENDER
EQUALITY



While also contributing to achieving

1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



8 GOOD JOBS AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES





While it seems tremendous progress has been made on Gender Equality, the situation in several Indian villages depicts a different tale. Women are still subjugated and considered merely home makers. Their opinions and ambitions are not given cognizance. Their education is replaced with marriage and their dreams, remain just dreams.

However, every woman is capable of so much more. Every interaction that a woman has everyday enables her with a special ability to influence an enormous number of people.

An empowered and confident woman understands the importance of education; for her children and herself. She has the potential to not just excel professionally, but also manage her entire household while doing so.

It is of paramount importance that women are given an opportunity to discover what they are capable of. They need to be groomed to not just be employed, but to lead change and economic development in their communities. They need to become the change they envision to achieve true and sustainable development.

Jyoti Agarwal
Managing Trustee
Sterlite Tech Foundation

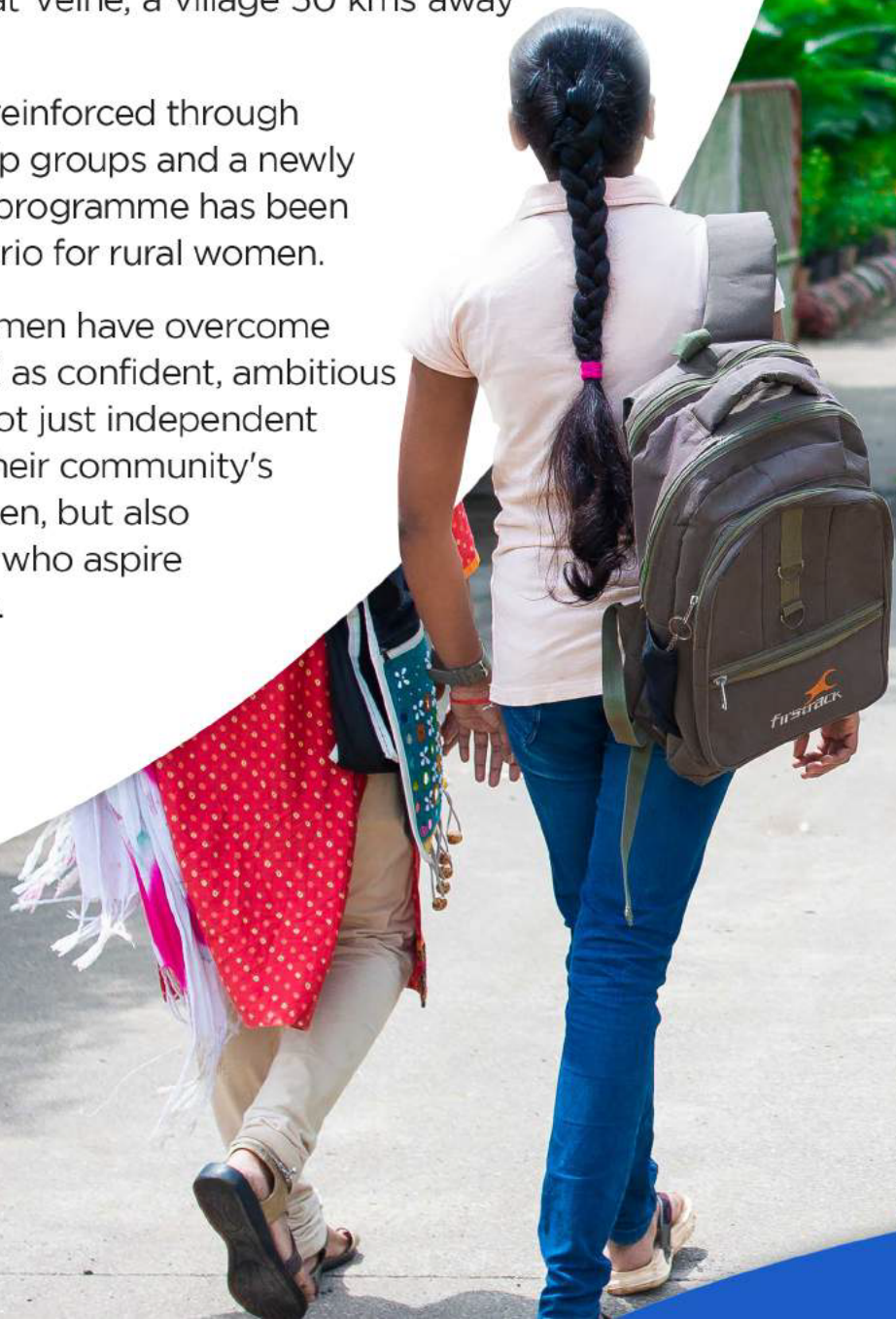
Providing a Holistic Ecosystem for Growth and Development

While education and economic independence for women are common in urban India, women in rural India even today are subject to several traditional beliefs and taboos. These women are just as ambitious and keen to become financially independent, take their own decisions, but patriarchal communities do not permit them to do so. They are groomed to put their needs after those of their families. On stake, is the individuality and dreams of these women.

The Jeewan Jyoti Women Empowerment programme was initiated in September 2014 at Velhe, a village 50 kms away from Pune, Maharashtra.

Through a holistic approach reinforced through vocational education, self-help groups and a newly setup production house, the programme has been working to change this scenario for rural women.

Today, a number of these women have overcome their inhibitions and emerged as confident, ambitious agents of change. They are not just independent women who have changed their community's perspective on working women, but also role models for younger girls who aspire for a more progressive future.



जीवन ज्योती महिला सक्षमीकरण संस्था

अवधारी, ता. वेल्हे, जि. पुणे - ४१२ २१३





Building A Strong Foundation Through Vocational and Interpersonal Skills

Education is the connerstone for development. The programme hence started with providing rural women with vocational training to equip them with skills to earn their livelihood. It further reinforced these courses with holistic development plans for each student helping them evolve into confident agents of change.



6 months trainings
on beauty culture,
tailoring, fashion
designing &
computers



1 year
training on
nursing



Maharashtra State
Board of Vocational
Education
certification



Workshops by
qualified experts
and teachers



Overall
Personality
Development



Field visits
and exposure
events



Creche to support
young mothers



Healthcare,
nutrition
and
wellness

Promoting Economic Development Through Entrepreneurship

In an endeavour to reach out to women at the grassroots, the programme has setup self help groups (SHGs). Through these, women are upskilled on aspects like cooking, masala making, agriculture and animal husbandry among others to make them marketable.

Further, by providing them with micro-financing through national banks, the SHGs have been given the necessary financial assistance enabling them to scale their enterprises.

Through a newly setup production house, the programme even offers women training and earning opportunities preventing the need to travel to nearby towns and cities for work.



Upgrading skills
to make them
marketable



Lead & drive economic
development through SHGs



Micro financing
through government
banks



Online and offline marketing
and sales of products
manufactured by SHGs



Promoting reverse
migration through
the production unit



Cultivating a new
artisan group in
rural Pune

Our Contribution to



**SUSTAINABLE
DEVELOPMENT** GOALS

We believe that partnerships drive impact. The community along with our partners have played a pivotal role in helping us change perceptions towards working and empowered women in rural Pune.





Subhani Kiran Despande, a resident of Dhangawadi village, always dreamt of completing her education and becoming an independent woman. However, conservative families, both before and after marriage did not permit her to do so. After 14 years of marriage and two children, Subhani was still determined to change her fate. However, now she faced a very different issue – she did not have the relevant skills to get employed. But this time she was resolute to fight the odds. She finally convinced her family and enrolled herself for the Data Entry Course at Jeewan Jyoti.

The competitive environment at the centre brought out the best in her and constant motivation from teachers helped her excel. Her passion to become self-reliant along with her skills and acumen helped her land a job as a Data Entry Operator at the Gram Panchayat Office. Now earning a monthly income of INR 8000 (USD 115), she contributes to her family's income, assists her husband on their farm, and makes sure her children receive quality education.

Subhani Kiran Despande

A resident of Dhangawadi village



4,600+
students benefited
and 24,000 lives
impacted



500+
students have their own
businesses



Over **100**
villages covered
across Bhore, Velhe
and Haveli talukas



INR 19+ million
micro-financing linkages
facilitated



The programme has helped
spread the need to be
digitally empowered through
650 computer course
students



116 self-help
groups formed
formed till date



38% of beneficiaries now
earn a livelihood through
jobs, small enterprises,
self-help groups and their
own businesses



216 students today hold
well paid jobs in
administration, hospitals,
teaching and private
companies



Over **900** women
now understand the
importance of staying
healthy and fit



500+ trained on managing
self-help groups and self
owned enterprises

Sub Supplier to



Today, each of these women are not just home-makers, but front-runners and protagonists for younger girls in their villages.

Their progress and ability to help their communities, have changed age-old perspectives these rural societies had of working and independent women.



**Our Partners
who help us drive
transformation**



amazon Saheli

rangSutra



fabindia
CELEBRATE INDIA

**WOMEN'S
EMPOWERMENT
PRINCIPLES**
Established by UN Women and the
UN Global Compact Office

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