

Women Empowerment

BACKGROUND:

A cross-cutting approach which can address the diversity of social structures that govern women's lives is required for Women Empowerment in India. The three most important indicators of women's empowerment, namely Security, Decision Making Capacity and Mobility are significantly low in Indian Women, especially among Rural Women. In order to improve these indicators, **Ramky Foundation** envisages creating opportunities and increase capabilities through effective training programs at individual levels. As per World Bank Group report, only one-third of women above 15 years of age are actively looking for jobs. Conducting training and creating platform for providing opportunities has become a promising intervention to ensure empowerment among targeted group of women under Ramky Foundation.

RAMKY FOUNDATION INTERVENTIONS:

Vennela Rural Mart:

Vennela Rural Mart (VRM), a social enterprise, is an initiative of Ramky Foundation that came into existence in October 2011 at Narasaraopeta, Guntur district, AP with a grant support of Rs. 90,000/- from NABARD, under which an outlet was established to provide services like sale of stitching material, stitching of Punjabi Dresses, blouses, etc. by the rural women taking the orders from the rural mart.

Ramky Foundation has been providing the handhold support to approx. rural women at the mart ever since its inception, and helps support its business from time to time as well. Currently the mart has developed a corpus of around **INR 10 Lakhs**.





Skill Trainings to the Rural women:

These centers are mainly operated to impart various entrepreneurship skills among women and young girls in rural areas. The rural women are trained in the discipline of tailoring, stitching, etc. The curriculum is designed week-wise, meaning a certain area is focused upon for that particular week. The trainings also include sessions to create alternative livelihood means by conducting chocolate making training programs, candle making, papad making, etc. The women then go ahead setting up their stalls on festive occasions, as a means to hone their entrepreneurial skills under the guidance of Ramky Foundation.

Along the same lines, we have newly initiated the program called as **‘Computer Literacy Program’** to instill the computer literacy among the rural women and girls. This has a set syllabus which targets basic computer skills such as MS Office. The Gram Panchayat has been supporting us by all means possible in the initiation of this program.





Computer Literacy Centre#

Shivkar GP, Panvel

Inauguration: 13.10.21

Alternative Livelihood Programs for Rural/Urban poor women:

The core aim of this program is to explore and create alternative livelihood opportunities for rural and urban poor women. It was observed that the women engaged in the construction works, rag picking, etc. ran out of livelihood options when the global pandemic took over India. Thus, the Foundation came up with various ideas to help them. Ramky Foundation implemented 'Chocolate Making Training' program targeting the Women living in the slums of Hyderabad, Telangana. This was an effort to create alternative livelihood opportunities for them. The programs got to witness a keen participation from the beneficiaries.

