

Speaking up for the women of Ashulia

Concept, copywriting

HOPE *worldwide* Bangladesh needed funding to continue its vocational skill training program for women in Ashulia, Dhaka, where every second woman was unskilled and illiterate.

The pitch was centered on the core idea of *'I can. I am.'* to underscore the impact of the skill training, and the financial independence that came with it, on the lives of the women, many of whom not only had found well-paying jobs but even went on to start their own enterprises.

One-line quotes from the women capturing the essence of their new self – *'I can buy a new saree'* or *'I am a part of my family's decisions'* – made the change real to the target audience (foreign high net worth donors) who were able to connect with the realities of the women of Ashulia.

‘I CAN. I AM.’

Hope for Women vocational training program



WHY 'HOPE FOR WOMEN'

Thanks to work on the ground supported by donors like you, Bangladesh has shot up in the Human Development Index to rank 146*. But women here still have a long way to go.

- EVERY SECOND WOMAN IN BANGLADESH IS ILLITERATE AND UNSKILLED.
- MAJORITY OF THEM EARN LESS THAN A DOLLAR A DAY.
- EVERY HOUR, A WOMAN DIES FROM PREGNANCY-RELATED COMPLICATIONS.

In the last decade, the garment industry has opened up employment opportunities for women. But without skills and education, these opportunities remain untapped.

That is, until now.



“I have a better life.”

HOPE FOR WOMEN

At Ashulia in Dhaka, women aged 17 to 35 learn skills that will help them earn a better living.

THEY LEARN:

- COMPUTERS
 - SPOKEN ENGLISH
 - TAILORING
 - SEWING
 - HANDICRAFTS
 - LIFE AND LEADERSHIP SKILLS
-

The training takes place at the Hope for Women vocational training center, started by HOPE *worldwide* Bangladesh in 2011. We have three trainers and a program manager. Afterwards, we help them find a job or create jobs for them at our center.



“I can buy a new saree.”

‘WE ARE THE SKILLED 701, THANKS TO YOU!’

In January 2012, our first ever batch of 15 women started their first class at the center. Since then, **701 women have trained** with us till November 2013.

TODAY, THEY:

- EARN \$43 A MONTH ON AN AVERAGE.
 - SUPPORT THEIR FAMILIES.
 - HELP OTHER WOMEN FIND JOBS.
 - ARE CONFIDENT, HAPPIER AND HOPEFUL.
-

You made this possible.



“I am a part of my family’s decisions.”

CLICKING AWAY TO A BETTER LIFE

291 women are proficient in basic computers and can speak English, as a result of our three-month course at the Hope for Women center. Most women in Bangladesh are unable to get well-paying jobs because they do not have computer skills.

AMONG THE 291 WOMEN:

- 43 WORK IN THE INFORMATION TECHNOLOGY SECTOR.
 - 15 WORK AT COMPUTER-BASED SMALL AND MEDIUM-SIZED ENTERPRISES.
 - REST ARE STUDYING FURTHER, AIMING FOR BETTER JOBS.
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“I can speak English.”

STITCHING THEIR LIVES BACK TOGETHER

182 women are certified tailors as a result of the three-month tailoring course at the Hope for Women training center. Afterwards, some of them found jobs as tailors at neighborhood shops, while some have started their own tailoring ventures. Others have stayed on with us, stitching uniforms for our school in Ashulia.



“I can send my
children to school.”

AN ENTREPRENEUR IS BORN

228 women have turned entrepreneurs after training in skills such as bag-making, weaving, block printing and pickle-making at the Hope for Women center. Our two-month course also helped them train as leaders who can independently run small business ventures.



“I can help other women like me.”

“LIFE IS EASIER NOW.”

“School was a luxury. We barely had enough to eat. I used to borrow my friends’ pens in class because I could not afford one. I dropped out in 9th grade.

After my children were born, I tried getting a job, but without a degree or a skill, I could not get one. My husband makes \$90 a month in a garment factory, but it’s not enough.

When I learned of the HOPE *worldwide* training center, I learned tailoring. I then bought a machine on loan and started stitching clothes on order. I make \$38 a month. That’s a big help.

I am saving up for my own shop – I can send my children to school. They will have a better life.”



Monira Akter, 22

“MY CHILDREN CAN DREAM.”

“I gave up on my dreams, but my children won’t have to.

I got married when I was just a teenager. After our third child was born, my husband passed away. That’s when I found out that he had another family. My in-laws disowned me. I had nowhere to go – I was uneducated, I had no family.

But I couldn’t let my children starve. An old neighbor told me about the HOPE *worldwide* training program.

I learned how to make bags, and started a small business with a loan of \$58. In the first year, I made a \$172 profit!

My children’s future is no longer uncertain. They can dream now.”



Nazma Akter, 35



HOPE FOR 570 WOMEN IN 2014

The courses are set.

The rent is paid for.

The women are ready.

We just need a little help to begin.

With your support, we aim to train and make 570 women employable in the year 2014. Rent for the facility where we conduct the classes has been paid. We need your help for the trainers' salaries and the operating cost of running the program.

570 more women will have a better life.

570 more women will have a voice.

I matter!

In my family and in society.

THANKS TO YOU!

Making 'sustainable agriculture' appeal to corporates

Concept, copywriting

Centre for Indian Knowledge Systems is a not-for-profit that works to create and promote sustainable agriculture based on indigenous systems within modern day realities.

The cause related to traditional methods of farming which generally do not draw in companies as easily as say, child education would. So I repositioned the cause in one simple and direct pitch that corporate audiences could easily relate to i.e. to reduce hunger.



Towards a **hunger-free** India

We want you to be a part of this change.



Centre for Indian Knowledge Systems

195 million
people in India
go **hungry** daily!

195 million
people in India
go **hungry** daily!

For the last two decades, at CIKS,
we have been working to change this number.



How?

It's simple.



How? It's simple.

It's not some new technology.



How? It's simple.

It's not some new technology.

It won't drain our resources.



How? It's simple.

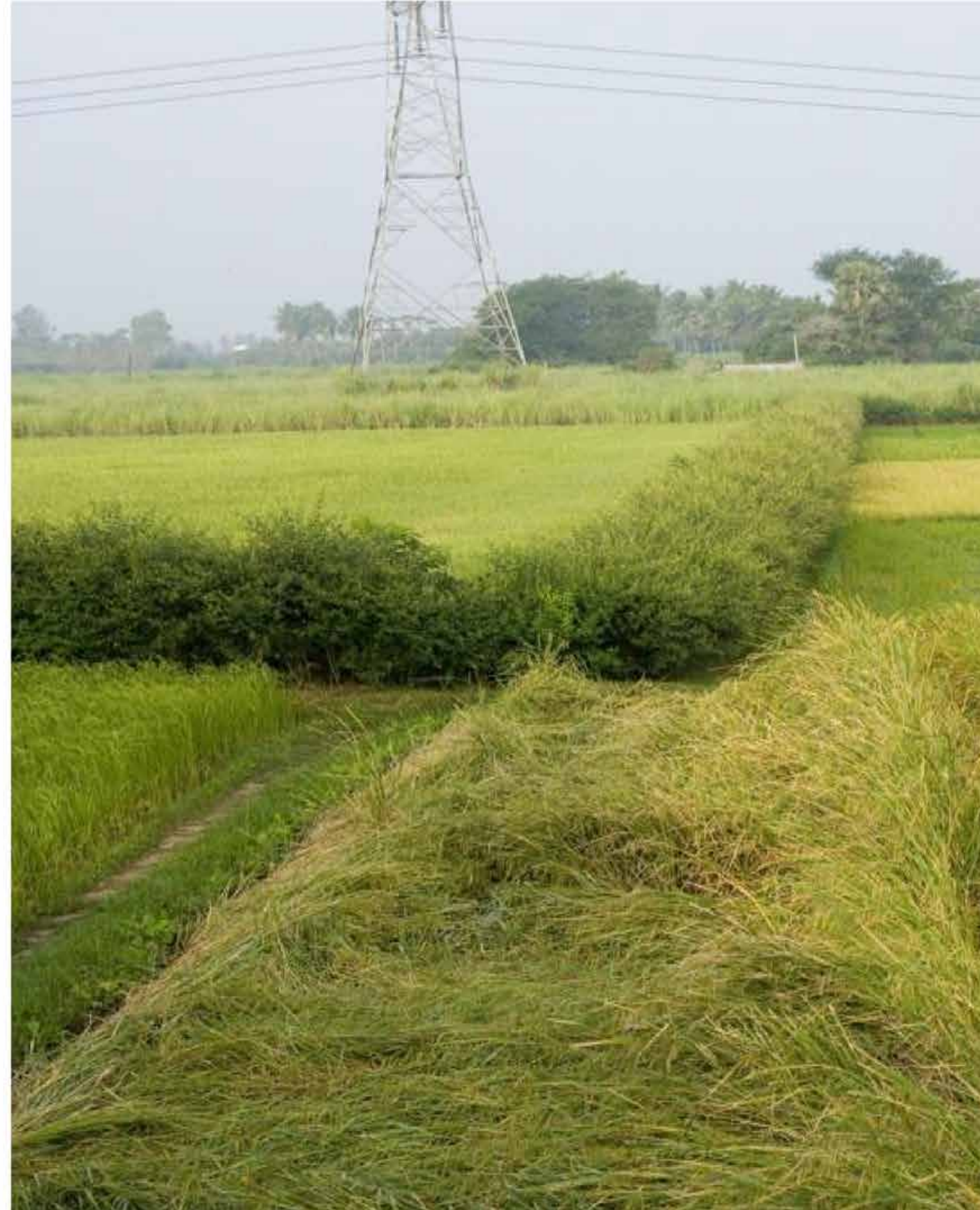
It's not some new technology.

It won't drain our resources.

And it's something that has sustained people in India for generations.

Sustainable agriculture

- Utilising resources that are already available
- Using methods that have been tried and tested for several millennia
- Growing food in a way that conserves water and replenishes the soil for the next crop



What we do

CIKS works to create and promote sustainable agriculture based on indigenous systems, within modern day realities. Quite simply:

- 1 We conserve crop biodiversity
- 2 We promote organic and chemical-free methods of farming
- 3 We promote the traditional plant science, Vrکشayurveda
- 4 We initiate and nurture Farmer Producer Organisations

The numbers speak for themselves

Over 100,000 families benefited in
Tamil Nadu

About 25,000 acres converted to
sustainable farms

180 indigenous seed varieties conserved

More than 1,000 farmers' societies and
self-help groups in five districts

125 publications on sustainable farming
knowledge and practices

23 Farmer Producer Organisations nurtured

CIKS is the resource agency for 23 Farmer Producer Organisations, of which 2 have been initiated by us, 10 are supported by NABARD and 11 by Tamil Nadu Small Farmers Agri-business Consortium.

277 villages in nine districts covered

17,654 shareholder farmers

Rs 4.67 crore as authorised share capital



Our partners

- UNDP - Global Environment Facility
- Food and Agriculture Organisation
- Tata Trusts (Mumbai)
- Oxfam Novib (The Netherlands)
- World Wild Life Fund (USA)
- Rabo Bank Foundation (The Netherlands)
- HIVOS (The Netherlands)
- Pesticide Action Network (Malaysia)
- Department for International Development (England)
- Whitley Award Foundation (England)
- National Bank for Agriculture and Rural Development (NABARD)
- Government of India
- Government of Tamil Nadu



**This is just a little bit
of what's possible.**

**And that's where you
come in.**



What you can help us **achieve**

100,000 more farmers can take up sustainable farming

50,000 acres will be completely organic

See how.

Rs 20 lakh **will help us**

Scale up the production of 5 selected paddy varieties

That means 5,000 tonnes more food in supply.





Rs 30 lakh **will help us**

Conserve 100 varieties of indigenous paddy

This will ensure

- Farmers can grow food even in drought conditions
- Cost of farming is reduced by 30%
- Scarce resources like water is conserved
- Soil is replenished for next crop

Rs 50 lakh **will help us**

Produce and market two selected paddy varieties for largescale production

This means 5,000 farmers will be able to grow 15% more food.





Rs 1 crore
will help us
achieve all
of the three!

**Why does it make
sense for **YOU** to be a
part of this change?**

Simply because this can be the focused **CSR work** you do this year.

**No more searching for
a credible organisation
for that one **feel-good**
donation in a year.**

**This is your chance to become a part of something much bigger
and more meaningful.**