



264 million people in India live on less than \$2 per day, and 60% live in rural areas. Almost half of Indian women are illiterate.

RESULTS



25 READ Centers established



27 for-profit enterprises launched



128 villages served



390,326 villagers reached

WHERE WE WORK



THE NEED

Almost 60% of India's population lives in rural areas and it is estimated that roughly 80% of the women in the country are financially dependent on their male counterparts. Young girls and women from these communities are seldom educated and financial and social independence continues to be out of reach. READ India community development interventions focus on the pivotal areas of education, enterprises, and empowerment in order to bring all members of society collectively forward towards improved outcomes.

READ INDIA PROGRAMS

READ Global expanded to India in 2008 to address the rural imperative. Now, there is a thriving network of 25 READ Centers serving 128 rural communities focused on targeted programming to address local needs with education and empowerment trainings and services.

1. WOMEN'S EMPOWERMENT AND LIFE SKILLS

Women make up 50% of the workforce in India. Their participation in socio-economic development is crucial. READ Centers provide safe spaces for women and adolescent girls, offering specialized training programs intended to unleash their full potential as valuable participants in community development. Programs offered include:

- Employability skills development
- Confidence building
- Personality development
- Vocational and life skills training

2. ECONOMIC EMPOWERMENT AND SUSTAINING ENTERPRISE

Income generation is imperative to raise the standard of living. All READ Centers engage the community in multiple sustaining enterprises and provide opportunities for members to gain new skills as well as use existing skills to generate income. Our vision is Integrating these enterprises to create one consolidated brand that offers a variety of products and services.

- Advanced computer training
- Professional software courses (Adobe, Tally, Geographic Design)
- Stitching and sewing training
- Product creation with natural fibers and waste material



"Before, I had to ask my family to make important decisions. Now that I am involved with the READ Center, my family consults me! My self esteem is high now."

– SUMAN LATA, Women's Coordinator, Shahbad Model Center

INSTITUTIONAL PARTNERS

BILL & MELINDA
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TFTP



3. YOUTH EMPOWERMENT

The youth dividend in India brings such potential for social and economic progress. In order to maximize the dividend, India must ensure their young working-age populations are equipped to seize opportunities for jobs and other income-earning possibilities. At the READ Centers, we are helping to build the capacity of the youth in the local communities.

- Employment skills
- Personality development
- Elective communication
- Interpersonal interaction
- Sports for development

4. INFORMATION COMMUNICATIONS AND TECHNOLOGY (ICT)

READ employs sustainable technologies as powerful tools to bring critical information to rural communities. Our solutions are based on the needs of each community.

- Computer service centers
- Computer courses
- Information dissemination programs
- Using digital media for creating awareness generation

5. EDUCATION

Education is the key to social and economic progress for an entire community and nation. Each of our centers is equipped with 2,000 - 3,000 books in the library, computers, and an Early Childhood Development section with a dedicated trainer.

- Adult literacy
- English speaking courses
- Teacher's training
- Early Childhood Development
- Education/competitive exam preparation

6. HEALTH

READ Centers partner with local health experts to conduct health related workshops. Health practitioners also offer their services at regular intervals through health awareness camps and choupals:

- Hygiene and sanitation workshops
- Regular health check-ups



FUTURE FOCUS

- **Information Communications Technology (ICT) capacity building:** to support the elective use of technology by rural communities to reduce the digital divide.
- **Sustaining Enterprise:** READ India plans to collaborate with online retail channels to market products and reach a wider audience.

