

TARA Akshar+ Adult Literacy Programme



TARA Akshar+ Programme

TARA Akshar+ is an ICT based programme which imparts functional literacy in Hindi and basic arithmetic in just 56 days. Gyan Chaupali is then established as a post-literacy programme for 6 months, which strengthens and builds upon the learnings, and provides effective information.

India has high illiteracy levels, particularly among women. Development Alternatives, under its mandate to empower communities, developed the TARA Akshar+ programme to impart functional literacy in rural and urban spaces. The focus is also on community development, along with imparting literacy to women.

TARA Akshar+ programme functions via a comprehensive software developed through stages of intensive grassroots level



research and study of best practices globally. Specially designed classes are conducted by locally trained instructors in the learners' own communities.

TARA Akshar+ sessions are topped up with Gyan Chaupali for reducing recidivism and enhancing the application part of literacy.

Over 2,00,000 women made functionally literate

Main Components

TARA Akshar+ programme starts with Akshar Gyan (Hindi) followed by TARA Ganit (Arithmetic); the overall sessions' time being of 2 months. The sessions for the learners start with Akshar Gyan and Ganit. The learners are taught to instantly recognise the sound of letters, syllables, numbers and form words and sentences using memory hooks embedded in animated movies and exercises.

Gyan Chaupali is the post literacy component of TARA Akshar+, that runs for 6 months. It comprises of awareness sessions on health and hygiene, financial & legal literacy and livelihood preparedness alongwith daily revision of Hindi reading, writing and arithmetic.

Geographical Areas Covered



Impact

- At the end of TARA Akshar+ programme, the learners are able to read and write letters and simple three-letter words; recognise numbers till 100 and perform basic arithmetic.
- Enhanced participation and decision making power in the family and community.
- Participatory ecosystem, through overall community development contributes towards a cadre of enabled and aware labour force.



Recognitions

WISE Awards, 2016 - Winner

eUttara Award, 2014 - Winner

Buckminster Fuller Challenge Award, 2011 - Honorable Mention Award

Wall Street Journal, 2011 - States, "fastest literacy programme in the world"

Stockholm Challenge Award, 2010 - Finalist

E-India Award, 2010 - Finalist

DARPG, Government of India, 2010 - Documented as best practice in adult literacy

Partners



Endorsed by Funder

"We are proud to have supported Development Alternatives' innovative programme teaching illiterate women to read, write and do basic math. We have seen really impressive results. This is not just a literacy project; it goes way beyond reading and writing. This programme empowers women to such an extent that they have the confidence to start businesses, improve health practices at home, and actively participate in decision-making in their villages."

**-Per Heggnes, CEO IKEA Foundation,
April 2017**

Validated by Evaluators

"TARA Akshar+ is a well-defined and professionally implemented and managed programme. TARA Akshar+ graduates have made significant improvements in reading and numerical skills. Moreover, they are more confident, have a more nuanced understanding of gender rights and relate to the world differently. The programme has also created social capital in the villages it was present in and also generated goodwill for itself".

**-India Development Foundation (IDF),
March 2017**



“Earlier when I did not know how to read, write and calculate, the carpet contractor duped me for a long time and paid me only half of my share of payments. After studying in TARA Akshar+, I realised that I was being conned. I confronted him and now I am being paid the full amount for the carpets I weave.”

June 2018

Name: Queresha, Village: Chakjudawan
District: Bhadohi, State: Uttar Pradesh

About Development Alternatives

Development Alternatives (DA) is a social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people’s institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

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Development Alternatives

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