



Choose empowerment today, October 15th, for the International Day of Rural Women.

Scroll down to see a video highlighting how your generosity empowers women in rural India.

The International Day of Rural Women was declared by the United Nations General Assembly in 2007 to highlight the critical role rural women play in enhancing agricultural and rural development, decreasing food insecurity, and working to eliminate rural poverty. This year's theme of **"Building Rural Women's Resilience in the Wake of COVID-19"** is perfectly exemplified through our work with partner NGO, Mijwan Welfare Society (MWS).

Women Empowerment: Project Creates Sustainable Livelihood for Artisans



Our Women Empowerment Signature Program (WE), in partnership with NGOs like MWS, promotes gender equality by offering opportunities for women in rural India to gain the skills and confidence to live independent lives. One such opportunity is MWS' Samridhi Saksham project, which has a goal of producing a cadre of financially-independent rural women entrepreneurs. In its first year, **656 women benefited from the program, improving their business skills and learning intricate stitching and embroidery work**, allowing them to earn Rs 3,000 per month, even amidst the pandemic.

All women selected for the project are from marginalized groups and receive training on business plans, stock management, customer service, and more. They will also attend self-help groups weekly to ensure they receive ongoing support. Once the women are ready to start their businesses, they receive a one-time provision of materials worth up to Rs 40,000, and are connected with a paid intern for six months. This **project will create 350 independent women entrepreneurs and employ 1,000 rural women**, providing a sustainable business model and reliable income for years to come.

[LEARN MORE ABOUT WE](#)

Rural women are disproportionately effected by poverty, gender discrimination, and the effects of the pandemic when compared to their rural men or urban women counterparts. But with projects like our Women Empowerment Signature Program and Samridhi Saksham, we can build a more equitable future. As you reflect on this International Day of Rural Women and its theme, please consider making a donation to empower women and address gender inequality. No gift is too small, and we are grateful for each and every one.

[SEND A GIFT](#)



MAKE A DONATION

[View as a Web Page](#)

Share & Care Foundation
350 West Passaic St. 2nd Floor
Rochelle Park, NJ 07662
1-201-262-7599

You received this email because you're signed up to receive updates from us.

[**Click Here to Unsubscribe**](#)

©2021 Share & Care Foundation