

"Aamara Biswas: Empowering Women's Financial Futures"

Aamara Biswas focuses on creating sustainable economic opportunities for rural women in underprivileged communities by providing financial literacy, resources, and training to help them achieve financial independence. This summer, I trained 1000+ women, traveling to their villages to host workshops on entrepreneurial skills and helping them build and scale their microbusinesses. I also hosted computer skills for 100+ girls.

In many rural villages in India, women face significant barriers to financial stability. These barriers include limited access to formal banking services, lack of financial literacy, and inadequate resources to manage and grow their small businesses. As a result, many women struggle to track their earnings, manage expenses, and make informed financial decisions, often leading to economic instability and limited growth potential.

39.3% of rural women aged 15-29 are in the labor force vs **53.26%** of men.

67.8% of rural women identify as self-employed.

80% of women-owned businesses have an annual turnover **<\$12,000**.

63% are home-based.

30.03% of rural women are involved in economic activities, which is about half the percentage of rural women.

Well-Being

(welfare outcomes)
Health, nutrition, income,
life span.

Women's Empowerment

Able to make strategic life choices. Self-confidence and efficacy. Access to and control over household resources and life events. Access to employment and income.

Gender Equality

Societal shifts in control of sexuality and reproduction. Changes in labor force structures, economic systems. Shifts in marriage, family functions, roles, power relations. Changes in political systems.

My summer project summer aimed to address these challenges by implementing two key initiatives: 1) a nano-finance program and 2) a computer training program.

1. Nanofinance Program:

Objective: To provide rural women with the knowledge and tools necessary to manage their finances effectively and achieve economic independence.

Activities:

- Conducted workshops on basic financial principles, including budgeting, expense tracking, and saving strategies.
- Assisted women in creating personalized financial plans tailored to their business needs and goals.
- Provided resources and support for women to set up self-help groups (SHGs) to facilitate collective savings and loan opportunities.

Outcome: The program empowered women to better manage their finances, leading to increased savings, improved business management, and enhanced financial literacy.

2. Computer Training Program:

Objective: To equip village girls with basic computer skills, enabling them to leverage technology for educational and professional opportunities.

Activities:

- Taught computer classes covering essential skills such as data entry, word processing, and internet usage.
- Introduced photo editing and other practical applications to enhance digital literacy and creativity.
- Utilized three laptops to facilitate hands-on learning, with four students per laptop to ensure personalized attention.

Outcome: The training program significantly improved the computer literacy of the participants, providing them with valuable skills for future educational and career opportunities.



This summer project with Aamara Biswas made a meaningful impact on the lives of rural women and village girls. By addressing critical issues related to financial management and technology access, the project contributed to enhancing economic opportunities and educational outcomes in these communities. The success of the initiatives demonstrated the importance of combining financial education with technological skills to foster sustainable development and empowerment.