

Women's World Summit Foundation - WWSF

Rural Women's Section



2017 10 LAUREATES

receive the WWSF
Prize for Women's
Creativity
in Rural Life

Pages 1 - 11



Empowered rural women can change the world!



2017 INAUGURATION Rural Women Movements Award

**First Laureate
SEWA-INDIA**

Pages 12 - 18



www.woman.ch



WWSF
*Creating the Power
for Change*

About Women's World Summit Foundation (WWSF)

Fondation Sommet Mondial des Femmes (FSMF)

3 Blvd. James-Fazy, 1201 Geneva, Switzerland

+41 (0) 22 738 66 19 - www.woman.ch - wwsf@wwsf.ch

Mission and Objectives

The Women's World Summit Foundation (WWSF) is a not-for-profit, international, humanitarian and non-governmental organization with UN consultative status (ECOSOC, UNFAP and DPI). Since its creation in 1991, WWSF serves the advancement of women and children's rights and advocates for a world that works for all, no one left behind.

WWSF, via its international coalition networks and annual Calls for action, contributes to increasing the empowerment and capacity of rural women and educates for better prevention measures of violence against women, children and youth. Moving civil society actors and non-governmental organizations (NGOs) in partnership with governments into increased activism to ensure that the United Nations Sustainable Development Agenda 2030 - *Transforming our world* – is realized.

WWSF activities are coordinated by a secretariat based in International Geneva, which deals with program development, management, fundraising, communications and relationships with members, donors, the United Nations and the media. The secretariat also manages relations with Board Directors, Advisory Panel members, Prizewinners and active campaign coalition members and networks, as well as with key actors of the Swiss White Ribbon Campaign, which aims the elimination of violence against women and girls in Switzerland by 2030.

WWSF convenes three different campaigns, three prize awards and two World Days

1) 17 Days of activism for the empowerment of rural women and their communities (1-17 October)

17 Days of Activism for the empowerment of rural women and their communities
 Jours d'Activisme pour l'autonomisation des femmes rurales et leurs communautés
 Días Activismo para el empoderamiento de las mujeres rurales y sus comunidades
 Tage Aktivismus für die Stärkung der Frauen im ländlichen Raum und in ihren Gemeinden

1-17 October

WWSF seeks to mobilize via its 17 Days Kit (including 17 themes) women leaders active in rural areas and their communities worldwide. This annual empowerment campaign is designed to increase local and national activities and to stimulate rural women's claim for the basic right to development while connecting its campaign with the relevant SDG targets for 2030. WWSF awards an annual Prize (US\$ 1000 per prizewinner) to creative rural women leaders and grassroots groups, giving credit where it's due. Prizewinners are published on our website: www.woman.ch (432 Laureates awarded to date). An additional Award was launched in 2017 to honor **Rural Women Movements** for feeding the world and more.

2) 19 Days of activism for prevention of violence against children and youth (1-19 November)

19 Days of Activism Prevention abuse and violence against Children/Youth
 Jours d'activisme Prévention abus/violence envers Enfants/Jeunes
 Días Activismo Prevención del Abuso/violencia contra los Niños/Jóvenes
 Tage Aktivismus Prävention von Missbrauch/Gewalt gegen Kinder/Jugendliche

1-19 November

WWSF seeks to identify and mobilize through its 19 Days Kit (including 19 themes) organizations and grassroots groups working for the implementation of the rights of the child and to mobilize its members to organize annual events and activities. The campaign for prevention and ending violence against children and youth is designed to increase local and national activities and encourages the implementation of relevant UN Sustainable Development Goals (SDGs), especially Goal 16.2. WWSF also awards an annual prize of for selected innovative programs by registered coalition member organizations. (53 awards to date – US\$ 5000).

3) 16 Days of activism for the elimination of violence against women and girls in CH (25 Nov. – 10 Dec.)

16 Days of activism for the elimination of violence against women
 Jours d'activisme pour l'élimination de la violence envers les femmes
 Tage Aktivitäten für die Beendigung von Gewalt an Frauen
 Giorni di attivismo per l'eliminazione della violenza contro le donne

25 November - 10 December

WWSF organizes since 2009 the Swiss White Ribbon Campaign, which aims to end violence against women and girls by 2030. The campaign is supported to-date by 50 Swiss White Ribbon Ambassadors who are at the forefront to transform our country. The annual "16 Days of Activism campaign (including 16 themes), seeks to mobilize via its Toolkit Call to Action especially men and boys, but also women and girls, "not to commit, excuse, or remain silent about violence against women and girls ». A Swiss Youth Prize for innovative programs is on the agenda and a White Ribbon sculpture is on the drawing board to be erected in Geneva in 2018. For more information, visit our special website www.white-ribbon.ch (in three languages).



17 DAYS

List of Laureats / Prize for Women's Creativity In Rural Life

WWSF PRIZE for Women's Creativity in Rural Life

www.woman.ch

(432 Prizes awarded to-date 1994-2017)



10 Laureates receive the 2017 WWSF Prize for creativity

UGANDA



ESTHER NAKAJJIGO

A courageous opponent of teenage pregnancy

COLUMBIA



ANA ELVIA ARANA

A tireless fighter for a balanced environment

INDIA



CHOTI KUMARI SINGH

Empowering the powerless

INDIA



MANJU VERMA

Overcoming all the odds

NEPAL



APSARA CHAPAGAIN

Promoting women through forestry management

MONGOLIA



TUGRUG UUGAN-ERDENE

A powerful promoter of women's rights

PAKISTAN



MUQADAS AABROO

An exceptional champion of women's rights

SWEDEN



VANJA WALLEMYR

A pioneer of clean energy

AUSTRALIA



ANNE POELINA

An exceptional figure among the first nations of the world

FIJI



**LEVU CHUTE ADI
VASULEVU MEREWALESI**

A versatile grass-roots developer

15 October International Day of Rural Women

WWSF proposes to honor the Laureates in their communities to give visibility to their work and to mobilize the media.

The Prize for rural woman also contributes towards the implementation of the UN Sustainable Development Agenda 2030 - *Transforming our World!*

With gratitude to Jouvence Publishing, for sponsoring the 2017 Prize Awards



WWSF
Creating the Power
for Change

**Women's World
Summit Foundation - WWSF**
Convener of the Prize for women's creativity in rural life and the Rural Women Movements Award
www.woman.ch



ESTHER NAKAJJIGO - Uganda



A COURAGEOUS OPPONENT OF TEENAGE PREGNANCY

Already as a teenager, Esther, 21, of Munyonyo, Uganda took upon herself, without any outside prompting, to start the uphill battle against this plague in an area, which has been called "probably Africa's most complex and difficult place to live", the Kalangala district in the islands of Lake Victoria. There is a remarkably high prevalence of HIV/AIDS, generally poor health, lack of government services, frequent family breakdown, widespread belief in witchcraft, alcoholism and very high levels of commercial sex work. In addition, strangers from the mainland come there to escape the stigma of HIV/AIDS and the law. There are few permanent houses and most people live in shacks with almost no sanitation and hygiene. Family structure is nearly non-existent, putting women and children at risk of neglect, abuse, and increasing problems due to unwanted pregnancies and the spread of HIV and other sexually transmitted diseases. Men tend to spend their money on alcohol and women rather than invest in meaningful projects.

The men fish, but women sort and clean the fish. They are poorly compensated and often expected to provide sex favors for their employers. The only job that pays well is commercial sex, which many women resort to as a last means of providing for their children. Add to that the fact that the islands are a

spiritually dark and desolate place where witchcraft is at the center of daily life and constantly impacts human relations.

So it needed an exceptionally courageous heart like that of Esther Nakajjigo to take on the challenge of combatting this quasi-perverse culture ... and that at the age of 14! Her schoolmate Sonia who attended school on the mainland tried to perform an abortion on herself during the night in the school bathroom. After bleeding the whole night school authorities sent her home to the islands. When she arrived there, instead of being rushed to the health center she was taken to a shrine, as the community believed the angel of death would take people's soul there just after midnight, which is when Sonia died.

So Esther mobilized the health workers to begin doing community sensitization and would spend her whole school holidays on the island educating the people in the field of health, encouraging women to go to antenatal checks, immunize their children and young people to seek out adolescent health services. She very soon started a Women's Health Team which would do community outreach work while she was at school, and would then join them during the holidays. They would visit schools and give health talks, especially targeting adolescent

girls, as there was a widespread belief that one had to have sex after one's periods so that the next menses would not be as painful. Boys had a strong allergy to condoms, believing they brought bad luck.

Under the leadership of this remarkable teenager, attitudes on the island started to change, with maternal and infant morbidity and mortality falling drastically. But that is just the beginning. In her second year at university, Esther innovated the "Saving Innocence Challenge" an expedition where 3 girls from 10 city schools (i.e. 30 girls) go to the island to educate the most vulnerable of these isolated, rural girls, those living with HIV, and/or victims of violence and teenage pregnancies. The city girls live in the island girl's homes and each team has three days to have an impact on the girl concerned, her family and her community. The city girls use themselves as role models to inspire the locals with a new vision and stop seeing their island lives as hopeless and the mainland as too daunting and unreachable. The most creative of Esther's 10 teams wins a National Humanitarian Award. The island girls under this inspiring new leadership have created 54 small businesses for 114 vulnerable island mothers who are now capable of taking care of their children without having to sell themselves for a few fish to local fishermen constantly

looking for human preys with as much eagerness as they seek shoals of fish. The teams have also trained 510 island girls to make their own reusable sanitary pads so as to avoid sleeping with fishermen to get fish to sell and buy sanitary pads in order to be able to go to school when menstruating! These pads can last for a year (12 cycles), are practically cost free, three times more absorbent than commercial pads, dry in only two hours, and are especially designed for heavy flow.

The challenge continues, and Esther plans to reach 5000 vulnerable island girls by the year 2020.

This amazing experience born of the compassion and creativity of a 14-year-old teenager just goes to show the impact one single person can have. Like the proverbial stone thrown into a pool, Esther's courage, vision and perseverance have reached wide and far and go to show once more that "our only limits are our belief in limits". Esther, you are an inspiration to a whole continent. Right on!



ANA ELVIA ARANA - Columbia



A TIRELESS FIGHTER FOR A BALANCED ENVIRONMENT

Ana Elvia Arana, 57, from Columbia was born in 1960 in the rural part of Tulua, in the Valle del Cauca. Her childhood was intrinsically linked to the world of the countryside and very early she felt a deep attachment to nature. As a child, she learned to read and write thanks to a national literacy program on the radio. Listening to various programs on old civilizations awoke in her a deep yearning to learn. She had a strong desire to go to school. So, when she was 11, her mother moved to a small township where there was a school. Later, the family moved to Cali, and as they could not pay her schooling, Ana started working – first in a cafeteria, then a factory. But her life changed again at 16 and she was able to attend high school. She took classes in ecology, joined a nature protection association and began to

understand the links between the history and culture of a community and the environment.

Soon after graduating from university, this pioneer passionate about social justice started working with civil service organizations in the environmental field. Tired of living in the city, she sold her house and emigrated to a rural community where she built her own house in wattle and daub with earth tiles and created a rich garden growing the most varied produce. She still lives there.

In 1995, she created her own foundation, The Tropico Foundation, whose aim is the conservation and protection of the environment and social surroundings of vulnerable communities. Due to very modest funding, the start was challenging, but Ana never gave up, doing what she could,

either with or without money.

Ana believes the best way for a community to tell and evaluate its history and its way of surviving is to listen to its own voice and write its own thoughts. She trained people to tell their own stories and write them down. This approach was a trailblazer for all similar research developed in this part of the country.

After a brief stint at the university of Andalucía (Spain) where she earned her Masters in agro ecology and sustainable development, she returned home and started work on the creation of protected areas, where she made a significant contribution to the National System of Protected Areas of Columbia (SINAP in Spanish).

Ana talks and listens easily to people and groups. She is constantly inviting and facilitating dialogue between institutions, communities, businesses and government. A main thrust of her work has always been empowering communities on issues surrounding their land and their environment goals. Tropico has worked with hundreds of Afro-Columbian peasant farmers and indigenous families in agro ecological projects that have allowed them to strengthen their organizational processes, agriculture and fishing and reductive and sustainable animal rearing. Last but not least, Tropico's work with institutions and communities in the Valle del Cauca has generated a national-level model for participative creation of protected areas and this is now being replicated in different parts of the country.



CHOTI KUMARI SINGH Ratanpur, Bihar, India



“EMPOWERING THE POWERLESS”

Choti, now 20, is an upper caste young woman who at 17 started social and educational work in her own village, Ratanpur, in the ranks of Amrita SeRVe, an NGO born of the well-known spiritual leader Amma's work. She started her activities with the most downtrodden of the downtrodden, the Musahar Dalit (=untouchables) community of Bihar, for which the Bihar government has even coined a new term: mahadalit, which

means very oppressed. Only 6 percent of adult men and 2 percent of adult women of the community are literate. Hygiene is almost inexistent, children are never vaccinated. There is no awareness of social welfare programs. Most are landless laborers. Children frequently marry at 10 or 12. School attendance is catastrophic – quite a few children would just come for the midday meal. Cleanliness is a quasi-inexistent notion – many

children would bathe about every two weeks.

Choti has evidently had to battle tremendous odds to overcome stereotyped projections about lower casts (including the most difficult of all: those the Mahadalits hold about themselves!) and to empower the community, the main thrust of her action.

Choti started after-school tuition classes in 2014. Getting children

to these classes was a herculean task, as parents showed not the slightest interest in educating their children. So Choti took upon herself to go from home to home gathering the children for her classes. The children smelled very bad and motivating them for personal hygiene was still more challenging. So Choti and her colleagues would take the children to the nearby river to bathe them. Slowly, ever so slowly, the children started acqui

ring new habits.

Alcohol was brewed in homes, and violence and fighting was common among the women. But after endearing herself to the mothers through her selfless work with their children, things started changing here too. Choti started self-help groups where every woman saves 20 rupees a month, which are deposited in a common bank account, in view

of starting home-based activities. All pregnant women are now taken to the Primary Health Care center, and mothers educated about their child's vaccination schedule.

The tuition classes have proven a huge success. 108 children are enrolled and especially there has been a complete change in the parent's mindset concerning education. Choti expects many of the children to go on to colle-

ge, which would evidently be a first for this community.

Several decades ago, Rosa Parks heralded the process of desegregation in the USA by her resolute NO to segregation in public transport. In Ratanpur village, (District Bhojpur of Bihar), Chota has been instrumental in eradicating the curse of untouchability, segregation and utter socio-economic neglect of

the Musahars by her resounding YES to schooling their children.

Choti would be the youngest ever to receive the WWSF prize, and giving it to her would be a powerful sign that, as the French saying goes, "Value does not have to await the adding up of years" to be expressed. The young have also a major contribution to make to a world that works for all.



MANJU VERMA - India



OVERCOMING ALL THE ODDS

Born in the village of Lawan, not far from Jaipur, Manju Verma, 41, seemed to have all the cards stacked against her. She belongs to the "Regar" community, considered a low cast community of cobblers and untouchables. As her family could not pay for her education, at 17 she was "married off" to a young man of 20. A cobbler, he would spend a great part of his miserable income on alcohol and other addictions, and very soon started beating Manju for any and every reason imaginable.

But Manju, very soon with two children, and realizing she could not offer the minimum to her children on the little her husband gave her for the household,

started making fans and brooms to earn a few extra rupees. In the aftermath of massive floods that affected Jaipur and surrounding areas in 1981, she joined a self-help village group (SHG). However, in her community, women leaving their families to attend, alone, outside meetings were severely criticized, and Manju had to put up with many lewd comments, not to mention increased abuse from her husband. Despite all these obstacles, she persisted as she considered it a modest cost to assure a brighter future for her children. She started saving, and then attending various workshops and trainings organized by a Jaipur-based NGO. Through these trainings, she

became greatly empowered, and despite the village gossip, she started mobilizing the women of her community about their rights, capacities, health, and education and worked on their political, social, economic and cultural empowerment. In 2003 she started her own SHG and took her first loan. The journey started and she never looked back. She joined the executive committee of a local NGO of which she has been a member for 19 years.

The developments completely altered her status in her community. Instead of being a scorned untouchable, she acquired a dignified position and people started admiring her and calling upon her in times of crisis.

Slowly but steadily, the financial situation of her family improved. Her children are receiving a higher education and the family has its own house. Manju is now a key figure in the social, political, cultural and economic upliftment of the women of her village community. Where people once made snide and derogatory comments about her, they now respect her as a role model.

Last but not least, Manju is a firm believer in the education of the girl child. According to Manju, a woman aware of her capacities can work wonders. Coming from a community of untouchables, she makes sure no woman in her neighborhood or community remains unheard.





APSARA CHAPAGAIN - Nepal



PROMOTING WOMEN THROUGH FORESTRY MANAGEMENT

It is thanks to the tireless work of people like this candidate that Nepal has become recognized as a world leader in this field due to one of the most successful decentralized forest management projects ever set up. About 8 million people (out of a total population approaching 29 million) are involved in community forestry, and almost a third of Nepal's forests are protected and managed by over 20'000 Community Forestry User Groups (CFUG) who consider these areas to be hamro ban ("our forest").

In the 1970's a series of studies speculated that by the mid-1990's Nepal would resemble Afghanistan in terms of desolate landscapes barren of trees. This somber prediction was reversed, essentially thanks to sound management and protection by local user groups.

Apsara Chapagain, 45 has been an important actor in this whole movement of forestry management, working tirelessly for over two decades with grass roots groups all over the country. Already as a teenager, she worked to help form the local CFUG. Because of her demonstrated leadership and effectiveness, she was selected as a delegate to an initial meeting of forest users from all over Nepal, which ultimately resulted in the formation of the Federation of Community Forestry Users in Nepal (FECOFUN,) of which she has been a tireless activist since its creation. She was nominated the first woman Chairperson of the Federation, and her tenure was one of the most successful in its history. It resulted in a substantial increase in female representatives and office holders (to almost 50%). It is important to be aware

of the fact that women are the de facto managers of forests in Nepal, as they are the ones that collect the fodder and fuel wood that supports the integrated farming-forests-livestock system that predominates throughout the country.

With improved forestry conditions, women spend less time collecting firewood, one of their main tasks. One is very far from the 30kms or more some women walk to collect wood in the Sahel region! Also the contribution of community forestry to watershed protection, soil erosion control, protection and restoration of water resources, environmental purification and a healthier living environment has been immense. Through their participation in the CFUGs, women have developed their leadership skills and in some of the groups, even

marginalized women and Dalits (untouchables) have become members. Well over 700 such groups are run solely by women, and thanks to them, women are substantially influencing local decision-making.

The social impact of the CFUG has sometimes been remarkable. In one case such a group has been operating an ambulance service, and many of them have been making significant contributions to poverty reduction (by e.g. providing forest free products to the poor).

There are still major challenges to face, such as overcoming elite-capture of forestry control, still improving access of the poor to the fruits of CFUG activities, but despite this, there are very good reasons "to call community forestry management in Nepal



TUGRUG UUGAN-ERDENE - Mongolia



A POWERFUL PROMOTER OF WOMEN'S RIGHTS

This exceptional candidate, now 42, has made major inroads in an astonishing number of areas of her home province, Khovd.

She grew up as a herds-girl in a remote area of rural Mongolia, working her way up till she occupied a prestigious NGO job overseeing hundreds of thousands of dollars of project funds. Despite the prestigious, extremely

well paid job, she quit, as she couldn't stand the corruption and conflicts of interest inherent in her job.

With a couple of other highly-motivated people, she started the San Tus Center in a tiny 150 sq. feet room tucked in the local bank, accepting at least a 50% drop in income to preserve her integrity and follow her vision. Among her numerous activities

(2002-2017) one can mention:

- The promotion of women's rights, women's empowerment and their inclusion in local and provincial decision making processes.
- The creation of networks of NGOs focusing on women's issues in 3 provinces of Western Mongolia.
- Training programs for women of

the Kazakh minority group, often victims of domestic violence. The program helped inform women of their rights, started Kazakh language newspapers and radio lessons and created informational booklets and brochures for the 20'000 or so Kazakh women who benefited from the project.

- She organized a training workshop for 385 disabled rural women focusing on health/repro

ductive rights, preventive health-care, discrimination and violence, etc. After the training, she created 10 clubs involving hundreds of women with the goal of changing certain lifestyle patterns so as to live healthier existences.

- She supported 80 small and medium businesses in very varied fields from vegetable production and tailoring to the production of felt products, carpentering, embroidery groups, etc. involving over 1200 people, 80% of them women, and numerous other activities in the business field.
- She organized training seminars for Mongolian herdswomen, touching on as varied topics as health, nutrition, domestic vio-

lence, gender-based discrimination, living with the consequences of rape, and others. 520 women from 3 provinces attended, all of them herdswomen.

- She involved 2000 extremely poor families in Child sponsorship programs.

- She implemented projects to preserve cultural traditions of 13 different indigenous groups such as the Tuuli (epics) and the Tsuur (music, dancing.)

- Tugrug has also been very active in the field of environmental protection, including combating desertification in her province, Khovd, which led to the creation of 10 youth environmental protection clubs, as well as protecting

threatened animal species.

This is but a sample of the innumerable activities this tireless activist of women's rights and balanced development has been promoting over the years. One of her greatest strengths has been in the areas of local income development projects targeting women, people with disabilities and families with disabled members. She has been participating in the WWSF 17 days program each year since 2014.

One person who worked with her has said of her: "Her professional acumen is just as extraordinary as her integrity. ... She is the only person I have met in rural

Mongolia who routinely finishes projects exceeding expectations. She is diligent and driven, even by Western standards, but what is more, she truly understands her community and makes them excel too. She knows what it takes to get people to show up and what it takes for them to keep showing up. She has an ability to truly connect with community members, and they respect her and participate because of that. And probably most importantly, she has the sincere desire to always improve herself and her organization."



MUQADAS AABROO - Pakistan



AN EXCEPTIONAL CHAMPION OF WOMEN'S RIGHTS

Muqadas Aabroo, 26, was born in an area where girls were not welcome nor allowed to attend school. But her mother took a strong stand for her daughters education, and from her early years Muqadas joined the struggle for women's rights, despite the fact that in the Muzaffargarh district of Southern Punjab, located in a flood-prone area between the Indus and Chenab rivers, girl's education is very much frowned upon and many women in the area have not even registered to vote. Century old customs prevent women from attending mixed gatherings, associating freely, making their own decisions.

Very early this intrepid pioneer of women's rights became aware that the fundamental issue was a change of mindset of the whole

community and culture and would demand a great struggle. At the same time, she had a great trust in the natural abilities of women, including in their innovative ideas and decision-making skills, which she set sought to promote from a very early age, having made up her mind that her life aim would be to serve women.

Very early she joined the Women's Social Organization – Pakistan (WSO-PK). Among her early activities was income generating programs and microfinance programs, for which she formed 2300 women's groups. This had a major impact as many women were living below the poverty line and were now able to start their own businesses.

She introduced the (to the area)

new concepts of branding, marking, packing and packaging of products. For instance, women in the area crafted clothes with beautiful hand embroidery, then sold them to middlemen at a very low price. So she organized the women of the area into hundreds of autonomous groups and selected and trained women to take orders and sell the produce on the market, thus completely eliminating the middlemen.

She also introduced waste management in the area, an unknown concept until Muqadas intervened, and low cost sanitation systems.

She has had a continual impact on her community concerning the role of women and women's rights. More and more women are demanding their right to vote,

to make decisions concerning marriages and in the key area of property rights. Many women were deprived of their basic rights in this area out of simple ignorance, and this is now changing, with more and more women demanding their rights in this field. She continues striving for the education of girls, and especially to change social attitudes towards the birth of a girl-child. By and large, Muqadas has always had a great willingness to take on tough projects and focusing on their completion. Her leadership qualities have constituted the very backbone of her success in so many areas. She is a natural problem solver and handles complex situations tactfully and without problems.



VANJA WALLEMYR - Sweden



A PIONEER OF CLEAN ENERGY

At the beginning of the millennium, there was a significant rise in the demand for wind power and energy in Sweden, especially in rural communities. Vanja, 58, was part of the early networks that formed around these issues – often as the only woman present. In the Skaraborg region where Vanja lives and works as a farmer, there was talk about starting uranium mining in the area, and many local protests accompanied the early test drillings. Vanja was one of the early opponents of these drillings, given her strong convictions in the field of clean energy and that wind power was one important way of reaching sustainability in this area.

In 2006, she started thinking about the creation of a woman's cooperative for wind power and

windmills - an idea that till then had been completely monopolized by men - as the area where she lived was windy, hence ideal for starting windmills. She felt women needed to get involved in this area which would certainly open up new business opportunities for farmers and other rural people, and hence new avenues for improving village life. So in 2007 she founded her woman's cooperative for wind power named Qvinnovindar, which means "Women's Winds" in Swedish.

A woman's only cooperative in this area was a "première" in Sweden. By starting a cooperative and pooling their energy and resources, the members could gather capital for investments. Initially, it was not taken seriously,

even disregarded. At the first open meeting for sustainable energy in the region, they were scornfully called a lady's sewing club! And when the new cooperative wanted to loan money for further investments, even the bank met them with surprise, as it was not used to women wanting large loans for investments.

But this attitude changed fundamentally when the cooperative created networks and reached significant results. Today a group initially mockingly termed a "sewing club" is well known and respected in the energy sector. Qvinnovindar was an important forerunner in Sweden and has paved the way for women who wish to be involved in the area of wind power and sustainable energy.

Vanja herself has played an important role in sharing the lessons learned and results achieved, not only in her home country, but also even internationally. For instance in 2012, she was invited to talk at the AWID International Forum on Women's Rights and Development, with over 2000 participants from all over the world. She is an archetypal example of what one creative, convinced and energetic woman can achieve in terms of not only improving rural life, but also making a significant contribution to an area - clean energy -, which will probably turn out to be a critical factor for our survival as a species on the planet.



ANNE POELINA - Australia



AN EXCEPTIONAL FIGURE AMONG THE FIRST NATIONS OF THE WORLD

An exceptionally gifted and culturally grounded woman from the aboriginal population of Australia, now aged 60, Anne Poelina's contribution to the rural women of her country, especially Western Australia, is deeply inspiring both from a personal and professional perspective. Her work and values, the principles upon which it is based, is a model of community service and advocacy that transcends culture, ethnicity and gender. She has been able to build trust and respect for her work at all levels, from her indigenous grass roots community engagement to the highest levels

of government and industry. This world-traveled Ph.D. keeps the closest contacts with the most humble members of her First nation community.

For the past 40 years, Dr. Poelina has played a leading role in indigenous health, education, language maintenance, publishing, empowerment, evaluation, clinical practice, consultancy, kinship and cultural development. Despite many opportunities to move to a capital city and pursue senior career advancement, she has chosen to stay in her own remote region and establish her

own NGO so that she could focus on changing policy by demonstrating progressive action on the ground. She has had to battle the acculturated mistrust and uncertainty due to the political and social factors born of the legacy of a colonization, which was exceptionally heavy, handed with the original First Nation occupants of the country.

She is currently in the process of establishing the Mardoowarra College, a residential indigenous community college for young people 13-25 from the Kimberly region. This region has suffered some of the worst examples of

conquest, colonization, dispossession and continued subjection of the Traditional Owners in human colonial history and continues to experience the worst youth outcomes in the world, statistically speaking, particularly in regard to suicide, incarceration rates, drug and alcohol misuse, homelessness, unemployment and extreme poverty.

In her early teens, Anne travelled over 2000kms to the capital city of her region, Perth, where she lived in a small hostel so as to attend high school. She later entered the prestigious Western

Australia Government School of Nursing where she was the first indigenous Australian to graduate with a diploma in General Nursing. She has continued forming herself during her whole life and could many times have occupied tenured positions, were it not for her deep soul attachment to her own community.

Anne's work and studies emphasize the interdependent relationship between cultures, humans, land, water, biosphere and biodiversity. The culmination of her work is trying to coordinate all of the pieces to construct a sustainable economy and loving, caring and sustainable society. She has played an absolutely

unique role in her country building skills and methods from Western science, arts and politics to define, interpret and communicate First People's ancient understandings of land and water stewardship, an understanding so badly needed in our modern world literally running out of water resources in many countries.

Anne has taken a leading role in preventing a number of inappropriate development projects in the majestic Kimberly region wilderness. She played an active and influential role in preventing the proposed gas-processing hub at Walmadany (James Price) point, which would have been one of the most important in the

world, if not the most important one. She has been for the past six years battling a coal mining company in court to prevent a new coal-mining precinct starting in the floodplain of the pristine Mardoowarra (Fitzroy River). Anne works at many levels, particularly as a member of her local Aboriginal community and as a director of the Walalakkoo Native Title governing council. She recently coordinated indigenous leaders from the six First Nations groups that share the Mardoowarra to create the Fitzroy River Declaration to prevent damage to the river from resource extraction and processing or industrial agriculture.

The list of publications and films of this amazing activist and thinker is as impressive as her achievements. Her contribution to the blossoming of women's creativity in rural life among the aboriginal nation can only be hinted at indirectly through the above, very succinct presentation of her far reaching activities. As one of her nominators, professor Bob Morgan of NSW, Chair of the World Council Indigenous Peoples on Education stated, "throughout the past thirty years I have watched Anne grow into a strong confident knowledgeable and humble woman who passionately engages a wide range of matters relevant to rural Australians, particularly indigenous woman and girls."



LEVU CHUTE ADI VASULEVU MEREWALESI - FIJI



A VERSATILE GRASS-ROOTS DEVELOPER

This nominee, 54, is a champion rural transitional woman leader. Her exemplary leadership as a rural woman has gained recognition at many levels in Fiji. For the past twenty years, she has provided safe spaces for women from different ethnic communities to work together on issues affecting women around peace and harmony.

With great creativity and innovativeness, she has helped multicultural women's groups develop women led income generation projects in very rural, remote and poor communities. She creatively blends peace building and economic empowerment for rural women, and helps women through action research to analyze and understand their situations of poverty and injustice. She has encouraged women to develop meaningful and creative strategies to promote their own dignity and rights in cultural situations where women are considered

second-class citizens by the men in a culture deeply embedded in patriarchal mores and structures.

Adi Vasu's activities have multifaceted forms, be it as a counselor, mediator, skilled negotiator, radio presenter, community enabler and, last but not least, mother. She is also a skilled businesswoman who supports nascent start-up community businesses by sharing her business acumen. She has for a long time been involved with the rare NGOs operating in Vanua Levu and has ensured a focus on rural areas with marginalized communities. All her projects are linked to social security and peace-building by weaving into broader projects, conflict resolution skills training and/or supporting the use of traditional methods within these communities.

A major achievement has for instance been the development of the Vunicuicui Multiracial

Women's forum seed bank and cooperative shop in that location, which included working through issues of cultural misunderstanding between the women over the management of the shop. The provision of advice and skills training to assist the Naleba Multiracial women's group address poverty in their community through self-identified women run livelihood activities, including egg and chicken farming. On other occasions, she helped a mother's club identify income generated activities linked to the handicrafts market, assisted another community to enhance water security, to mention but a very few of her activities.

She does not shy in front of speaking truth to power and considers that a key part of her community empowerment work is representing women's voices, needs and concerns at the provincial level, where she became member of the Macuata Provincial Deve-

lopment Board. But her most creative and significant work and the one which has had the most immediate and enduring impact is her foundational work in the femLINK's Women's Weather Watch (WWW) model. It was after the 2004 cyclone and flooding which devastated whole communities that Vasulevu noticed many women suffering alone. With a colleague she came up with the idea of linking women together around environmental and humanitarian issues. Thus was born Women's Weather Watch, which was not only to provide weather information but also a space to amplify the experiences of women in their wonderful diversity. Since the idea first popped up, WWW has become an active network of women leaders who are hubs of information in their communities. Adi Vasu and her colleagues dared dream that women could become agents of their own recovery.



2018 CALL FOR NOMINATIONS

WWSF Prize for women's creativity in rural life

Deadline 30 April 2018 - 24 years of awarding rural women leaders

Dear Partners and Friends,

The Women's World Summit Foundation (WWSF) cordially invites you to submit nominations for its 24th annual **Prize for women's creativity in rural life**, honoring and awarding creative and courageous women and women's groups around the world working to improve the quality of life and empower rural communities.

Since inception of the Prize program in 1994, **432** Laureates have been honored for their courage, commitment and creativity with a cash award of US\$ 1000. All prizewinners and brief description of their work are published on our website <http://www.woman.ch>

Given your experience, interest and perspective with regard to issues of sustainable development, human rights, the environment and climate change, peace building, ending violence and advancing the empowerment of women, we would greatly appreciate your participation and thank you in advance for sending us your candidates for the 2018 prize program. Between 5 to 10 prizewinners will again be selected in 2018 and will be announced on **1 October** to the Laureates and the media, and **celebrated** on **15 October** – International Day of Rural Women.

Kindly note that the United Nations Sustainable Development Agenda 2030 – Transforming our world, empowered us to promote this ambitious plan in our regular rural women's programs. WWSF has therefore slightly modified its prize criteria for submitting nominations, which are presented online for you to follow. Your presentation of candidates must reach our office no later than **30 April 2018 by post**. The Prize Jury will not consider nominations, which are incomplete and not following the guidelines.

In addition, please note that WWSF encourages rural women's groups and development organizations to join our annual campaign "17 Days of Activism for the Empowerment of rural women leaders and their communities 1-17 October, which presents 17 themes to help you organize action – transforming your communities and your country. Rural Women Rise and Claim your rights! Join the coalition of change makers. <http://womensection.woman.ch/index.php/en/how-to-register-2/login-en>



We thank you in advance for your solidarity and partnership and look forward to your candidate(s) in 2018.
The world is waiting for our contribution.

Yours sincerely,

Elly Pradervand, WWSF Founder and Executive Director / UN Representative

- Facebook: <http://www.facebook.com/pages/Womens-World-Summit-Foundation/123455932640>
- Twitter: <https://twitter.com/wwsfoundation>
- LinkedIn: <https://www.linkedin.com/in/elly-pradervand-20b57516>
- Link to all Laureates: <http://womensection.woman.ch/index.php/en/list-of-432-prize-winners>



WWSF - Women's World Summit Foundation - POBOX 5490, 1211 Geneva 11, Switzerland
Tel: +41 22 738 66 19 - E-mail: wwsf@wwsf.ch - www.woman.ch - UN consultative status ECOSOC
Donations are welcome: IBAN: CH92 0027 9279 C 811 2823 0



ANNOUNCEMENT 1 October 2017

Rural Women Movements Award

Empowered Rural Women end poverty and hunger



In 2017, the Women's World Summit Foundation (WWSF)* and its annual campaign, "17 Days of Activism for the Empowerment of rural women leaders and their communities 1-17 October", launched an additional Empowerment Award for visibility and recognition of **Rural Women's Movements** that have a track record of leading rural women into self-reliance via training and capacity building to become empowered and creative change makers. The time has come to give credit to the millions of rural women who face numerous challenges and find solutions for their communities.

Rural women deserve to be heard. They are key to achieve the UN Development Agenda.

The Rural Women's Movements Award seeks to:

- **Recognize** and honor Rural Women's Movements and Networks for their contributions to improve the quality of life in rural communities
- **Increase** membership for participatory action meetings, collaboration,
- **Education**, leadership training, preserving the environment, peace building and support on many fronts
- **Promote** and **organize** development projects that help achieve the UN Sustainable Development Goals - Agenda 2030, addressing extreme poverty, hunger, violence and environmental challenges (SDG 1,2,5,13).

SUSTAINABLE
DEVELOPMENT
GOALS



- **Improve** collaboration between Rural Women's Movements and Governments, UN Institutions, civil society organizations and the media to develop partnerships for transforming our world - leaving no one behind.



The first RURAL WOMEN MOVEMENTS Award goes to the Self Employed Women's Association (SEWA India). The award money - US\$ 10'000 - will be transmitted in October at a prize ceremony at the Maison de la Paix in Geneva, Switzerland. The Award Program and a description of the SEWA Movement are published on our website.

Introduction to the Laureate organization Self-Employed Women's Association - SEWA India receiving the WWSF Rural Women Movements Award - 2017



SEWA is a members-based organization of poor self-employed women workers. It has a membership of 1.9 million women workers in nine states of India. Founded in 1972 by Ela Bhatt, lawyer, philanthropist and visionary, in Ahmedabad, Gujarat. Ela Bhatt is inspired by the Gandhian philosophy of service, which expresses the qualities of peace and non-violence. She also believes that the work of rural women leads to the peacebuilding of the nation. Above all, she upholds that poverty is a form of violence.

SEWA women work in the informal sector of the economy and do not have a fixed employer-employee relationship. SEWA's main goal is to organize the women workers for full employment and self-reliance. Full employment means employment whereby workers obtain work security, income security, food security and social security (at least health care, child care and shelter). By self-reliance SEWA means that women should be self-reliant, individually and collectively, both economically and in terms of decision-making ability.

**« Poverty is not
God-given; it is most
definitely man-made.
No one is born poor;
society makes one poor. »**

Ela Bhatt
SEWA - Founder

SEWA organizes these women workers through the strategy of struggle and development. The struggle is against many constraints and limitations imposed on them by the society and the economy, while development activities strengthen women's bargaining power and offers them new alternatives. Practically, the strategy is carried out through the joint action of union and cooperatives.

The SEWA movement is enhanced by a confluence of three movements – the labor movement, the cooperative movement and the women's movement.

RURAL ORGANIZING

SEWA's approach to rural organizing is area-specific and demand-driven; the communities themselves are the designers and implementers of all community-based activities, under the leadership of SEWA's members. SEWA helps women members in rural communities build and operate their own organizations. By organizing themselves into cooperatives and district level federations, the members develop collective bargaining power and create for themselves alternative sources of employment, and thereby, livelihood security for their families.

Livelihood activities are structured according to local needs and regional characteristics. Overall, SEWA members have formed cooperatives or producer groups around a variety of activities from water conservation and dairy production to craftwork, reforestation and salt farming, with each intervention tailored to local conditions.

SEWA believes in the primacy of local ownership and knowledge. Village women are trained in the skills necessary to competently administer their own organizations and cooperatives. As such, spearhead teams are formed to lead each cooperative. Spearhead teams are comprised of local organizers who take charge of all of SEWA's activities. The spearhead team's members are in the proportion of 80% leaders and 20% SEWA organizers. The team leaders (aagewans) are selected on the criteria of their long experience in working with SEWA. Spearhead team members, or 'barefoot managers' that

undergo intensive training in administration, financial management and technical aspects of their trade.

In order to achieve this and help the members achieve economic empowerment, SEWA follows an integrated approach that is based on the following beliefs. There is a surplus of labor and fewer employment opportunities in the rural areas. Therefore, there is a need to collectively organize these members so that they have an increased bargaining power.

I. The poor need collective, organized strength (through their associations) to be able to actively participate in the planning, implementation and monitoring processes of the programs meant for them, and also in all other affairs of the nation.

II. Capital formation can play a key role at the household level through access to financial services (savings, credit and insurance) to build up and create assets in their own name (land, house, work shed, equipment, cattle, bank balance). Asset ownership is the surest weapon to fight the vulnerability to poverty.

III. Capacity building is the true approach to make poor producers stand firm in the competitive market, i.e. access to market infrastructure, access to technology information, education, knowledge, relevant skills (like financial management and planning). Capacity building is also essential for women to run their own organizations.

IV. The poor need social security – at least health care, childcare, shelter and insurance to combat the chronic and acute risks faced by members and their families to enhance their well-being and productivity and to ensure that sickness or sudden crises are not a drain on their fragile household economies.

ECONOMIC EMPOWERMENT

SEWA believes that the economic power cannot only be left in the hands of those who have capital or to governments; but workers must also conceive, build and expand their own economic strength by establishing their own economic institutions. Over the past three decades, SEWA has been helping its members to form their own economic and community organizations that directly link up with the economic mainstream.

To date SEWA has been successful in organizing and empowering poor, self-employed women into more than 3200 self help groups (SHG), more than 110 co-operatives and more than 15 associations/federations. All these Micro Enterprises (MEs) deal in 184 income-generating activities such as craft work, nursery, weaving and making paper stationery out of recycled paper, incense sticks, soap/washing powder, eatables like pickles, etc.

Thus, in SEWA's strategy the workers do not remain workers but become the owners and managers of their trades and organizations. This is the first step in the self-governance. The women get recognized as workers and producers. This gradually brings self-respect and dignity within the household and in the community.

SEWA works to ensure basic human rights for its members, which include:

1. RIGHT TO WORK

When SEWA started organizing in Banaskantha district, the poor women had the skill of embroidery. However, they did not know that this skill was marketable and can earn them a decent livelihood. SEWA member Puriben Aahir, a natural leader and fearless pioneer, came forward to work on embroidery as a means of livelihood. Puriben further organized more women from her region. Today more than 15,000 women from Patan district are organized and earn a livelihood of up to Rs. 10,000 per month (US\$ 155.13), have assets – land, water pump, tractor, house, savings, insurance; children attend school and these activities have stopped migration. SEWA followed an integrated approach and worked on solving the major issues faced by the women: access to clean and pure drinking water and water for agriculture. Today the villages in the area have clean water to drink, for crops in their fields, and flowers and fruits growing in their yards. The woman gains confidence by enhancing her skills and the camaraderie of other women. All this is done under the leadership of the women where they themselves are designers and implementers of all community-based activities.

2. RIGHT OF ACCESS TO ENERGY

Access to energy is very important for these women workers who have either no electricity or erratic supply in the villages. SEWA members have access to solar energy, which brings them electricity at minimal costs. SEWA also promotes green livelihoods among the members. SEWA has trained a large number of women in water conservation, well repair, nursery raising, fodder growing, vermicomposting production, and other environmentally friendly and economically beneficial activities. Biomass, which was earlier burnt, is now being used as a source of organic manure. More than 13 lakh farmer families (1.3 million) have benefitted from these eco-friendly campaigns.

3. RIGHT TO ACCESS TO CREDIT

SEWA calls it 'Savings first'! While the world over, more emphasis is placed on credit at the cost of savings and savings related services such as pension insurance, more than four decades of SEWA's experience shows that women prefer savings as they are already in debt caused by repeated disasters, lack of ownership of productive tools or assets such as land, house or water. The savings-related services that the group tries to provide include ways of repaying debt, buying new assets

such as land or house or a well or cattle; expanding the existing economic activity in volume or diversity deepen the reasons that generate surplus for savings, and helping to mitigate the impact and reducing the possibility of being vulnerable to natural disasters. SEWA promotes the savings group so that the local money is locally saved for local development of individuals or assets.

4. RIGHT TO EDUCATION

SEWA believed that women should demand for education and therefore till 2000, SEWA never forced its members for education. However, during the Annual General Meeting in 2000, the SEWA leaders themselves demanded for education.

SEWA started the life education school, Jeevashala, for the women who felt that illiteracy was the largest roadblock in the path of their progress. Subsequently, SEWA realized that adolescents face huge challenges (which deprive them of opportunities) such as lack of resources, education, financial backing, etc. For these reasons, SEWA begun establishing programs specifically related to their development; these include capacity building, literacy, organizing and livelihood skills among others. SEWA also encourages the girls who have dropped out of school to pursue further studies.

SEWA - Campaigns and other activities



Photo: SEWA Board Meeting in 2015

1. AGRICULTURE CAMPAIGN

SEWA's approach has been to treat agriculture as an industry so that agriculture moves from subsistence to becoming viable and profitable. In order to address the issues of the agricultural workers and small and marginal farmers, SEWA initiated its agriculture campaign, which works with **561,445 farmers** at the national level. The agriculture campaign works on (a) Organizing, Capacity Building and Technical Services, (b) Access to Agricultural Inputs, (c) Financial Services and (d) Market Linkages.

Initiative taken by SEWA for Climate Adaptation

The rural poor women workers will play a leading role in designing the climate mitigation strategies for rural India. Major initiatives taken in this direction include Seed banks, Use of Vermi-compost Fertilizers, Setting up a Tools & Equipment Library to ensure access to agricultural and other tools. RUDI—Rural distribution network that procures agricultural produce from marginal farmers at fair prices, processes and packages the produce through trained grassroots women in various rural processing centers, and takes the affordable and unadulterated branded products to remote households via a large team of trained saleswomen drawn from vulnerable

households, Rainfall Insurance- and Agricultural Advisory Services.

2. WATER CAMPAIGN

The SEWA Water Campaign was launched in 1994. The Campaign's focus is on integrating women, water and work by mobilizing women to manage local water resources, which simultaneously enhance their income and create new economic opportunities. The campaign seeks to give poor women access to reliable and safe water supply and to build their capacity to become owners and managers of local water supplies. It also promotes local level awareness about water resources, their use and management for drinking and irrigation purposes. In recent years, many communities in Gujarat have come to rely on piped water schemes or tanker truck delivery for their drinking water. Unfortunately, these external water sources are often critically unreliable and expensive. Thus, to promote internal solutions to communities' water problems, the SEWA's Water Campaign focused intensively on water harvesting to ensure sustainable livelihood for its members in their traditional occupation and also reviving traditional water sources.

SEWA initiated participatory micro-watershed development projects through its Watershed Development Teams as a part of the **Integrated Land and**

Water Management Campaign.

SEWA worked directly with the Watershed Committees (WCs) to plan and implement village-level soil and water conservation activities. The campaign is built around three main strategies:

- Water harvesting
- Building community capacity to manage and maintain water systems
- Education and awareness building

More than 25,000 women participated in training and awareness programs on saving water and hygiene. **700 Water Committees** exist and are responsible for the coordination and other water-related issues at the village level.

3. ECONOMIC ORGANIZATIONS

SEWA has set-up for members to own Economic Organizations of the poor. Some of them are:

- **RUDI** - RUDI comprises procurement, processing, packaging and marketing of food grains at the local level. RUDI sells over **131 products**, and its annual turnover is currently INR 10 crores (\$ 1,500,000).
- **STFC** - STFC has been registered as a Section 25 company, owned and managed by the women artisans. It is a unique company where artisans

themselves are the suppliers and shareholders. STFC achieved a turnover of Rs. 4,00,18,890 in the financial year 2015-16.

• **Hariyali** - SEWA's Green Livelihood Initiative – SEWA experience is that from the meager earnings of the poor members, they have to spend almost 35 to 40% income to meet their energy needs both for cooking as well as other domestic needs. Therefore since 2009 SEWA initiated **Hariyali with the aim of providing 200,000 women with access to safe, economical and environmentally friendly cook stoves and solar lights**. Carbon trading will be used to make the women's repayment less of a burden.

• **Nirmaan** - Construction Workers Company - Following an earthquake, SEWA's approach was not that of just reconstructing the damaged houses but that of an integrated revival of livelihoods and turn this challenge into a livelihood opportunity. Thus the construction-related trainings like masonry, carpentry, and production of construction items was a part of the rehabilitation efforts. Today, SEWA has a trained workforce of nearly 1400 masons who have secure lives and livelihoods. SEWA and its members have formed their own company – Nirmaan, which is registered as a for profit company comprising not just masons but also carpenters, electricians, blacksmiths, plumbers, and construction material producers.

4. MARKET LED SKILL BUILDING

SEWA focuses on the traditional trades and occupations using the traditional skills of the members. These trades and occupations include agriculture, nursery raising, para vets, salt farming, artisan support, etc. At the same time SEWA also works on newer skills, which will help in diversification.

SEWA provides market-led skills to enhance the employability of unorganized sector workers. These trainings are conducted **for more than 25,000 households** who are semi-skilled workers to improve their skills and for the laborers to enable them set-up their own micro enterprises. This leads to an increase in the employability as well as an increase in the income. The trainings include all the aspects like

the technical, marketing and financial aspects so that the members can start their own enterprises. The trainees are also provided with market linkages.

SEWA has so far trained the youth in emerging areas such as (1) Vision care management (2) Hospitality (3) Garment structure and garmenting (4) Retailing (5) Paramedical (6) Para veterinary (7) Water technicians. Up till now SEWA has trained and developed a cadre of **2500 master trainers** in different sectors across the country. These master trainers earn an income of Rs 5000 to 7000 per month (US\$ 50-70 per month).

5. BUILDING A CADRE OF BAREFOOT MANAGERS

The SEWA Manager's School (SMS) began in 2005 as a capacity building institution within SEWA with the goal of facilitating economic self-sustainability through building a cadre of grassroots managers. Currently there are no such institutes who cater to the managerial capacity building of grass roots women.

The objective of SMS is two-fold: the capacity of members will be developed by building the capacity of member's own economic institutions. In recent years, SEWA has put a new emphasis on economic self-sustainability, and therefore a focus on developing the organizational capacities of District Associations (which are independent, member-run economic organizations) has been paramount. The increase in organizational capacity of District Associations would enable them to increase revenues, improve quality of and increase types of training programs offered, increase the amount of revolving funds available for micro-lending and allow District Associations to move towards financial self-sustainability.

SMS organized TOTs and training programs for various levels and functions in management. Broadly, this included programs in five categories.

The focus of SMS was planned around capacity building in general management, planning and budgeting, monitoring, evaluation and human behavior, particularly leadership and communication skills. The major thrust has been on creating sustainable livelihoods for members and their organizations

through trainings in developing a business perspective and micro enterprise management.

Manager's School imparts business management trainings through a mini MBA course to the group leaders, members and executive committee members of the association. To-date **700,000 members** have been trained by the Manager's School.

6. GREEN LIVELIHOODS

SEWA's green livelihood initiative works on providing women with access to safe, economical and environmentally friendly cooking stoves and solar lights. This initiative also aims at an integrated and eco-friendly development leading towards green skills. SEWA Hariyali also introduced the use of solar pumps in place of diesel pumps for the salt farmers and agricultural workers. SEWA's green livelihood campaign has generated **100,000 green jobs**.

7. INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

The ICT cell has been established with a view to look at the technological revaluation to connect the rural women with technology and to have an efficient supply chain.

The ICT cell has up till now **trained about 8000 members** in various topics like hardware, tally software, basic use of computer, other trainings for setting up their own micro enterprise like Mobile Repair Training, Rural Entrepreneurship, Data entry, Photography & Videography Training and Screen Printing Training. Out of these **about 3200 members have been linked to employment opportunities**.

The training modules are prepared in consultation with the experts and in the vernacular language. In addition to this, the members of the ICT cell have also taken trainings by Microsoft and follow the same training module in providing these trainings.

8. SUPPORT SERVICES

SEWA also works on providing access to support services for its members. This includes Health Care, Child Care, Savings, Credit and Insurance, and Housing Support.



Address: Self-Employed Women's Association - SEWA

SEWA Reception Centre, Opp. Victoria Garden, Bhadra, Ahmedabad
380 001 India - Phone: 91-79-25506444 / 25506477 / 2550644
Fax : 91 - 79 - 25506446 - Email: mail@sewa.org - www.sewa.org

LINKS TO SEWA SISTER ORGANISATIONS

**Shri Gujarat Mahila Lok
Swasthya Sewa Sahakari Mandali Ltd.**
www.lokswasthya.org

Shree Mahila Sewa Sahakari Bank Ltd.
www.sewabank.com

SEWA Academy
www.sewaacademy.org

Sewa Trade facilitation Centre
www.sewatfc.org

Sewa Gram Mahila Haat
www.sewamart.com

Sewa Federation
www.sewafederation.org

SEWA Bharat
www.sewabharat.org



Prize Convener Women's World Summit Foundation - WWSF



3 Blvd. James Fazy, 1201 Geneva, Switzerland
Phone: +41 22 738 66 19 – Fax +41 22 738 82 48
Email: wwsf@wwsf.ch – www.woman.ch
United Nation Consultative States - ECOSOC
IBAN: CH92 0027 9279 C811 2823 0
CCP: 12-100651-8
© All rights reserved



www.woman.ch

2016 Annual Activity Report

www.woman.ch/images/docs/2016-ActivityReport_en.pdf

Facebook

Womens World Summit Foundation

Twitter

[wwsfoundation](https://twitter.com/wwsfoundation)

LinkedIn

Elly Pradervand

Link to all WWSF Laureates - 1994-2017

<http://womensection.woman.ch/index.php/en/list-of-432-prize-winners>

**15
Oct.
2017**



INTERNATIONAL DAY OF RURAL WOMEN

Journée internationale des femmes rurales
Día internacional de la mujer rural
Internationaler Tag der Landfrauen

**Celebrating 10 Prizewinners receiving the WWSF PRIZE
FOR WOMEN'S CREATIVITY IN RURAL LIFE 2017
AND THE FIRST RURAL WOMEN MOVEMENTS
AWARD TO LAUREATE ORGANIZATION SEWA-INDIA**



The WWSF - 17 Days of Activism campaign 1-17 October includes the **International Day of Rural Women – 15 October**, which is also the day when the annual Laureates are celebrated in their communities and countries. WWSF also shares the prizewinners widely on Internet, the social media and the press to increase visibility and support for the work of courageous and creative rural women leaders and their communities, as well as all Rural Women Movements – to give credit where it's due.

Objectives of the International Day of Rural Women

Mobilizing relevant actors, NGOs, organizations, women's groups, international institutions and government leaders and the media to:

- **Highlight** rural women's contributions to sustainable development, household food security and peace building
- **Celebrate** on the day rural women and the Laureates of the "Prize for women's creativity in rural life – 2017"
- **Raise awareness** of rural women's right to development and participation in processes focusing on their needs and rights
- **Empower** Rural Women leaders and members of Rural Women Movements to deliver sustainable livelihoods and mitigating climate change
- **Sensitize** the public at large and lobby governments on the crucial role rural women play in climate change management and prioritize action for their support



**Self-Employed Women's
Association - SEWA INDIA**



WWSF
*Creating the Power
for Change*
www.woman.ch



**432 LAUREATES
awarded to-date
(1994-2017)**



**FIRST AWARD
to SEWA - INDIA
(2017)**