

## AAMBRA FOUNDATION



### **SheSpeaks Vision 2020**

SheSpeaks is a platform for women that has been created under the aegis of the Aambra Foundation. Aambra Foundation is a government registered non-profit organisation that works towards women empowerment and development. Apart from SheSpeaks, Aarohan and Aambrotsave are two other important projects that are carried out by the foundation.

### **What it seeks?**

SheSpeaks aims to facilitate the building of a better nation and world for the women. It works towards the upliftment of women from all strata of society, identifying ways of empowering them, highlighting their struggles, co-working towards their resolution, celebrating their success stories and giving them a pedestal to showcase their achievements. In all togetherness, SheSpeaks seeks to provide an ecosystem that is uniquely conducive to the average Indian woman and her needs and aspirations.

### **What SheSpeaks does?**

With its ever-growing number of members, SheSpeaks is gathering the pace of a strongly woven network that will help it realise its vision. As a platform, SheSpeaks identifies and celebrates the change-makers and achievers within its fraternity. It nurtures model leadership roles within its network and gives women the platform to not only showcase themselves but also take up challenges, demonstrate leadership and accomplish initiatives. Its drives and initiatives are a perfect opportunity for young leaders and enterprising women to be a part of causes that are designed to benefit the fairer sex. With an active presence in the SheSpeaks platform project, a person can not only work towards a just cause but also raise their own personal, social and professional profiles. And it is not just for the womenfolk to heed the call when the SheSpeaks membership drive opens. Men are equally crucial and instrumental in working towards the betterment of women and the doors of SheSpeaks are open for everyone, from all walks of society.

### **What the future holds?**

As the organisation matures, we at SheSpeaks seek to turn a leaf and move up to the next level of social enterprise. SheSpeaks aspires to set footprints in various regions across India and raise its profile further with an international presence as well. With a far-reaching presence and influence, SheSpeaks believes that a network can truly fulfil more potential than the sum of its parts.

SheSpeaks will pioneer and encourage thought leadership in women entrepreneurship and act as incubators for **entrepreneurship**. It will tie-up with academics, social enterprises and institutions for humanities as well as STEM learning in due course, to make this happen. Eventually, SheSpeaks will oversee the installation of a robust network for women entrepreneurs which will harness the spirit of enterprise with professionalism and expertise. Apart from the entrepreneurial platform, SheSpeaks also accommodates healthy exchange of socio-political opinions in an environment that fosters mutual respect and uniqueness, both in terms of beliefs and ideas.

The government will is already in place, as apparent from its schemes designed for women entrepreneurs. The society, too, is opening up more and more to the spirit of female entrepreneurship. However, the **glass ceiling to break** is the lack of an effective ecosystem.

SheSpeaks wants to be the facilitator for women entrepreneur in capitalising on government-driven opportunities. The Ministry for Micro, Small and Medium Enterprises have different schemes that offer credit guarantees, interest subsidies, marketing promotion, technological support, export marketing, training and a host of other benefits. Banks, too, have credit schemes for female entrepreneurs as well, under the MUDRA scheme and on their own initiative as well. Often, these schemes remain un-availed because of a lack of understanding of aspects like eligibility, documentation requirement and scheme features. SheSpeaks will help out women entrepreneurs in availing these benefits, understanding technicalities like compliance rules, GST rules and be involved in other information dissemination activities.

On a similar note, SheSpeaks plans to carry out a two-pronged initiative to address the issues of gender sensitization and women empowerment. On one side, it will conduct corporate training and events to sensitise people about relevant topics like the PoSH and gender inclusiveness. On the other hand, it will identify places where gender sensitisation can be instilled into the cultural fabric of society. SheSpeaks plans to pick rural areas around the Delhi NCR, Haryana and Uttar Pradesh and drive an extensive campaign that will include developing audio/visual contents, training men and women and creating block and Panchayat-level volunteers, all designed to achieve gender sensitisation targets. As a part of these initiatives, SheSpeaks will be looking to collaborate on government projects and CSR initiatives that are aligned to our goals and objectives.

In our bid to act as a responsible social organisation, we want to reach out to people in need of medical and legal support. SheSpeaks has in the past used its sponsorship revenues to run a Non-Formal Education centre in Central Delhi and costume jewellery making Skill development workshops in urban slums completely free of cost. The future sponsorships and the membership revenue would also be utilised in organising free health camps, distribute medicines and equipment, provide free counselling and legal aid and undertake gender sensitisation drive far and wide. Our initiatives also extend to helping out women in distress and in a disadvantageous position. We aim to reach out to women who have challenges to meet in their personal or professional life and lack the support to fight back.

Speaking of the utilisation of our sponsorship and membership revenue, we run a tight ship when it comes to accountability and utility of our inflows. We maintain complete transparency of our utilisation records and make sure that we optimise our resources and their usage in our noble causes.

## **SheSpeaks Membership – what it does to the cause?**

A membership with SheSpeaks is your gateway to a unique networking platform. SheSpeaks organises events and meets sewn together with its ingrained vision and aimed towards the accomplishment of its women-centric goals. A SheSpeaks member gets to watch and participate in these events and interact with the panel of distinguished speakers and members who share the stage – which can include industrialists, philanthropists, social entrepreneurs, activists, bureaucrats and such other dignitaries. These experiences and connections aside, the contribution received through a membership drive and sponsorships go a long way to help SheSpeaks – be it initiating awareness campaigns, organising events, increasing footprints or adding any other proverbial building blocks towards the envisioned ecosystem.

SheSpeaks will also be inviting and encouraging the participation of patrons. People who are looking to join hands with us to work towards our cause, and fulfil their own philanthropic and societal aspirations, can contact us to know more about the financial formalities to be concluded in this regard.

### ***SheSpeaks is proud to take its fight for gender sensitisation and women empowerment to the next level.***

Regional Chapters of SheSpeaks are being designed and implemented across India, and each of these chapters are to be headed by a **Regional Chairperson**. Each Chapter will invite **21 women** to be a part of the Regional Chairperson's council of members, for a tenure of two years. At the end of the tenure the members have the option of proposing the names of five new members for the consideration of the Zonal Chairperson and the Aambra Foundation. Alternately, the members can propose to continue and serve the cause, which would also be considered by the Foundation and the Zonal Chairperson. In these 21 women, SheSpeaks will boast of an esteemed group of illustrious women who have made significant mark in their fields of expertise and command the stature required to drive the SheSpeaks' goals. We will be unveiling the names of the Regional Chairperson and council members once their names are approved by the Foundation.