To make way for a future that holds promise, it is the present that we must harness. To redefine our future, we must reimagine our present. With Project Akanksha, this is what C3 has set out to do.

A large number of women in India are physically and economically isolated. This isolation can be reduced and eliminated through knowledge, ownership and use of digital technology. In Jharkhand’s Gumla district, C3’s Project Akanksha is training thousands of girls in basic ICT literacy and life skills, bridging the digital divide, and connecting them to a whole new universe of educational and economic opportunities.

C3 is helping these girls reimagine their present, so that they can step into a future which is better and brighter. One in which they have access to and control over their resources. One in which they can take charge of their lives, confidently, bravely.

Key facts

Women lag behind when it comes to using complex task on mobile.

The gender gap is 51% for using feature as simple as SMS

Over 60% for social media
Our objectives
To enable adolescent girls to have:
• Improved education, including school
• Improved capacity for decision making, problem solving and critical thinking, with better skills
• Improved understanding of economic independence and earning potential

How does Akanksha work
• A state-of-the-art curriculum, designed and developed with support from the Digital Empowerment Foundation (DEF) -- a combination of theories, interactive videos and activities
• Team of facilitators, equipped with a laptop and pico projectors
• The team reaches out to girls in schools through Anganwadi (community) centres
• Comprehensive manual on various components of digital media (hardware, software, applications, internet, emailing, social media, cyber security, education and career opportunities in the digital space etc) – facilitators use this for training.
• Curriculum incorporates digital life skill education, which helps build agency, develop better negotiation skills and enables the girls to make better decisions for themselves and their families.
• Issues of cyberbullying and internet safety part of the curriculum.

What have we achieved
Today, we are reaching 15,000 girls in the 13-19 year age group.

46% of girls in our program now decide independently on how to spend the money they earned.

Almost 40% of the girls now know the function of a keyboard – before they became part of the program, this figure was an abysmal 11.5%.

18% of the girls can correctly identify 'google.co.in' as the address for a popular search engine – compared to 5.4% before.

33% of the girls now know that they can use the internet to check exam results.

We are C3. Centre for Catalyzing Change. We are for EveryGirl. EveryWoman. EveryWhere.
We are a committed organization working in India to make sure no woman or girl is denied her basic rights. We design and implement interventions that work with the existing systems to deliver solutions at scale.