



Centre for
Catalyzing
Change

EveryGirl EveryWoman EveryWhere

Centre for Catalyzing Change (C3)

BADHTEY KADAM

Making digital education and mediums accessible
Educate. Empower. Enable.

Project period: 2019-20

Project area: Bilaspur, Chhattisgarh

Project reach: 350 girls

Supported by:



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An effort to lead our girls on to the right path. A path which builds and hones their skills and abilities, makes them independent. One which gives them greater access to information and services available in the digital world. Equips them to take informed financial decisions, make better choices in their lives and careers. Welcome to 'Badhtey Kadam', C3's program for the girls of Bilaspur.

There is also a deep gender gap. Compared to 50% of men completing their secondary education, only 11% of the state's women manage to do so. With their average daily income at Rs 162 compared to Rs 266 for men, women and girls – naturally – are at a disadvantage when it comes to taking life-changing financial decisions.

Badhtey Kadam aims to develop a cadre of empowered adolescent girls, who are financially and digitally literate, confident in expressing their opinions and choices, and ready to join the workforce. C3 is stepping ahead to do this using its three-pronged strategy -- Educate, Empower and Enable.



Our objectives – by 2020...

- Girls to be better equipped to understand finances and financial services, using digital media
- Girls to have increased knowledge about using digital tools for personal, financial, and social transactions
- Girls and 5 group leads/block coordinators to be equipped to pursue digital/financial services as career choice

Key facts

It is a step and an effort that is much needed.

In Chhattisgarh:

Over 21%

of women aged 20-24 years have been married before they turned 18.

Only 26.5%

of women have 10 or more years of schooling.

A mere 31%

of women own a mobile phone.

Just 44%

of women have access to money which they can call their own and use as they wish.



ऑनलाइन पेमेंट के माध्यम

- १) नेट बैंकिंग
- २) डेबिट कार्ड या क्रेडिट कार्ड
- ३) यू-पी-आई या पे-टी-एम



Intended project outcomes

- Increased knowledge and information on financial concepts
- Increased knowledge about the basic use of technology, internet, social media and search engines
- Increased comfort and confidence in using Information & Communication Technology

How does Badhtey Kadam work

- C3 has identified, trained and equipped block coordinators in the project area (Bilaspur). These coordinators support, train and mentor our girls.
- C3 has developed a curriculum which includes the basics of digital literacy (operating a computer/smartphone), using MS Word, PowerPoint and Excel, the internet (search engines, email, e-shopping, and other transactions), and social media (Youtube, Facebook, WhatsApp etc). The curriculum also includes sessions on mathematical and financial skill-building, as well as on all aspects and functions of banking.
- To add to this, based on their interest, girls in the program are mentored on preparing for the workforce -- on using the internet to access vocational, skill-building or employment opportunities, writing resumes, preparing for interviews, undertaking written tests etc.
- Badhtey Kadam has in-built provisions for sustained monitoring and hand-holding of the girls it supports.

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

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