Gaon Ki Selfie

This is the name of a brand which has been developed to empower rural women through media power and social action. Media power works two way - girls and women from remote areas get an oppurtunity to get their expressions and real lives stories covered and disseminated through a periodical which has reach through print and electronic media to a wide cross section of opinion makers, and those who are in a position to act on these stories. The aim is to bring hidden talents and challenges to the surface which mainstream media would often overlook

Apart from giving women this tool, Gaon ki Selfie is also being used as a brand to hone the skills of rural women through training in various traditional and non traditional vocational courses. These trainings are provided at the root by sending trained instructors to impart short term courses in different villages as a first step to convince the families to view their daughters' and daughters- in- laws as ' Resources' and as ' Liability'

Going beyond training the brand is also being used to promote rural women marts by organizing village level modern marts where women get employment opportunities through retail, and sale of local manufactured items ranging from local handicrafts to food products

We appeal to the youth, and others to volunteer their services and ideas to boost these initiatives of ' Gaon ki Selfie' so as to collectively make a real difference in the lives of countless rural women, adolescent girls and the girls still waiting to be born, heard and recognized..