When you give money to women, it goes to the top three things they spend it on: food, health care for kids, and education. This is because boys in the neighborhood got together to play a rousing game of Cricket.

Source: Sheryl WuDunn, Pulitzer Prize-winning co-author of Half the Sky.

Photo courtesy of http://www.flickr.com/photos/foreignoffice
The ball went high into the air and unexpectedly landed in the hands of none other than my daughter.

There are several fields (beyond cricket) where women still find themselves facing gender inequality and misconceptions on their abilities.
Women are capable of achieving great results in fields that are traditionally dominated by males. Giving women a chance can be rewarding.

We were raised in a home where there was gender equality, where there was an emphasis on education and where importance was given to financial independence.
The core of our education was the saying “knowledge is power”.

Education helped in empowering me to have and achieve many of my personal and professional aspirations.

Childhood is not the only time we can attain knowledge as seen from the example of my grandmother.
In 1972, after receiving my post graduate degree in food technology the time had come for me to choose a career path.

At the board, it was not an easy task to work, especially, since I was the only woman in the officer’s grade.
“While tackling your subordinates ...  
...first learn the subject, understand their needs and tread slowly but firmly.”

The training at Winterthur.
“If you think you are beaten, you are.
If you think you dare not, you don’t.
If you like to win, but think you can’t, it’s almost a cinch you won’t.

Success begins with a fellow’s will; it’s all in the state of mind.”

The tiny bean, which stimulated the senses with its fragrance, aroma and flavour, is the result of so many tender loving hands of women.
Selective harvesting of those ripe red cherries by nimble and experienced hands was a fascinating sight.

Women who had worked the whole day with such sweat and toil would start their long journey home.
These hard working women serve as a reminder of the daily struggle women face in terms of finding a balance between their personal and professional lives.

Being a working mother can be difficult to balance, as the task at home and at work require to be carefully balanced.
Women have always been the greatest support network to each other, and we should never forget this!

The face of the coffee beverage has changed from being a mundane drink to a hip-hop and happening beverage.
Let’s not forget the hands behind the coffee beverage, which have been strengthened over the years, though marginally.

Women:

- Perform 66% of the world’s work
- Produce 50% of the world’s food
- Earn 10% of the world’s income
- Own only 1% of the world’s land
Lending a hand...

Objective of a welfare programme should be to make the beneficiary self-dependent and economically independent.

Organizations Shrujan and SEWA were started by women to help women economically.
Crossing the poverty line by turning on the assets to create livelihoods for the marginalized.

The best advertisement for empowering woman is an empowered woman.
The story of...
Chindi, an Indian, whose name literally means ‘rag’.

The story of women in Honduras using economic opportunities to fight domestic violence and thus save their lives.
Enhanced academic achievements and rising literacy scores can also empower women.

Micro-financing is also a tool for empowering the under-privileged.

In India, women are encouraged to form self-help groups, which take up some economic activity, to overcome poverty.
The wheel of change is moving...
...but the movement is slow.

The International Women’s Coffee Alliance (IWCA) was founded in 2003, with the mission to empower women in the international community.
In November 2009, the IWCA and EAFCA hosted the “Promoting Possibilities” workshop in Uganda as a first step towards establishing local chapters in this part of the world.

But we still need to rotate the wheel of change faster and to achieve this we need the hand of the International Coffee Organization.
Women, who are 51% of the world’s population, are:

- Good business
- Good human capital resource
- Good decision makers
- Good home runners
- Good organizers

Educate a man, and you educate an individual.

Educate a woman, and you educate a family, a village, and a nation.
The 21st century is our century...

Invest in Women...
...and see the difference.