



The ball went high into the air and unexpectedly landed in the hands of none other than my daughter.

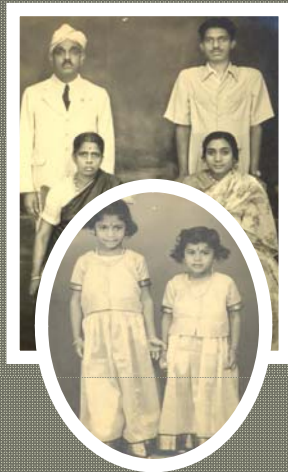


There are several fields (beyond cricket) where women still find themselves facing gender inequality and misconceptions on their abilities.



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.

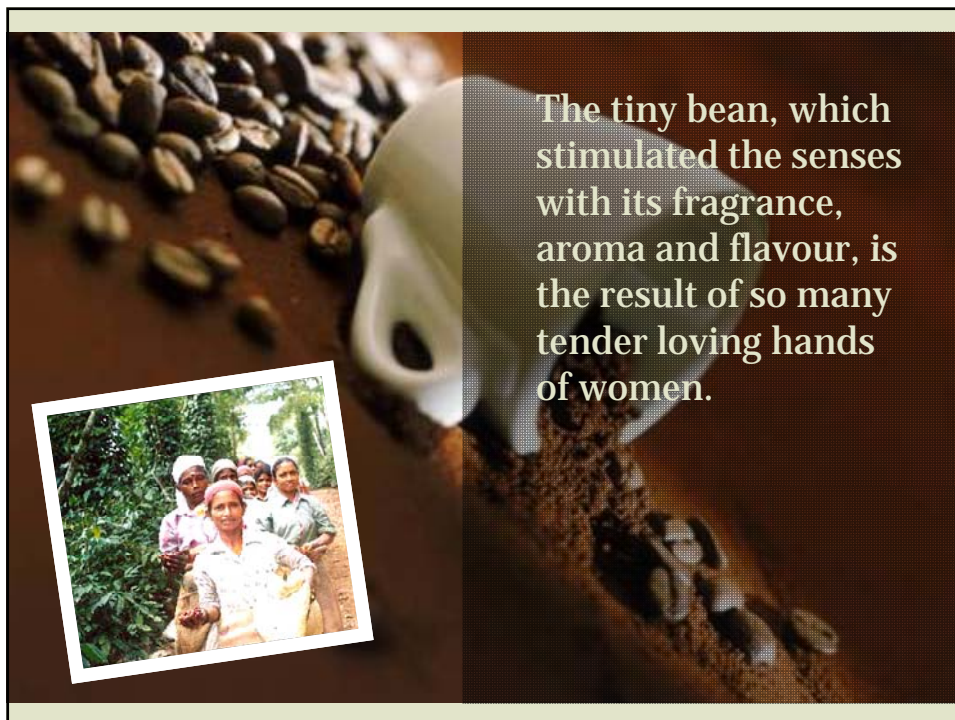
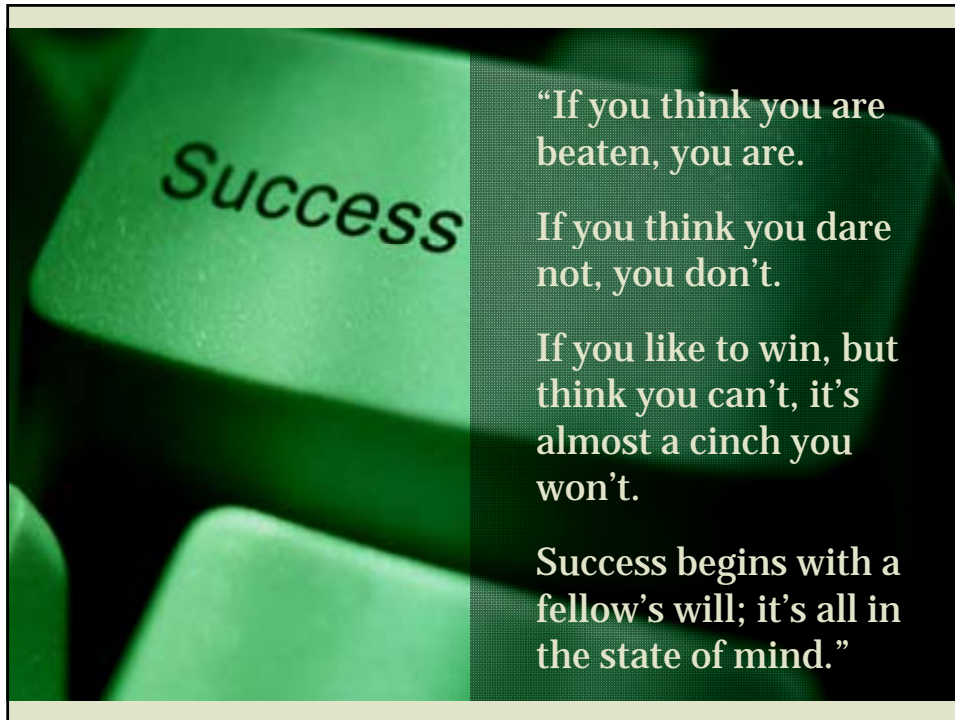


“While tackling your subordinates ...

...first learn the subject, understand their needs and tread slowly but firmly.”



The training at Winterthur.



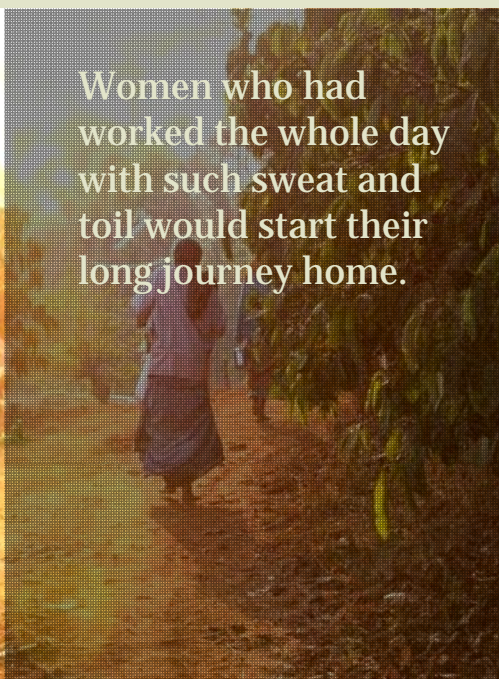


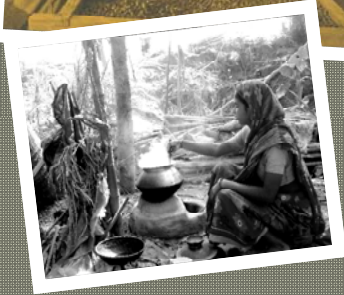
Source: Indian Coffee Board

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.

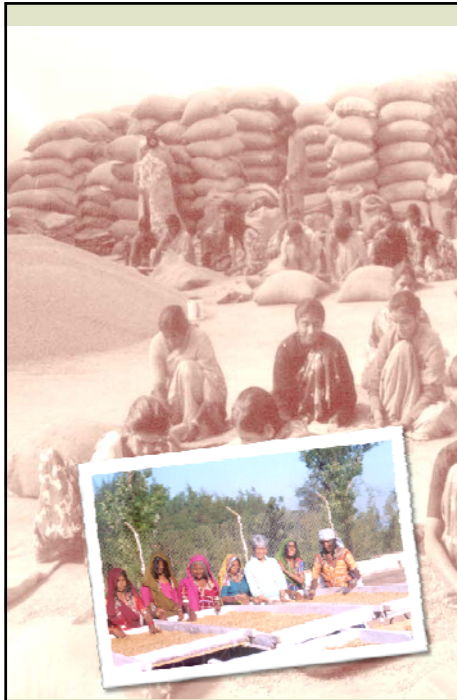




These hard working women serve as a reminder of the daily struggle women face in terms of finding a balance between their personal and professional lives.



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.





Lending a hand...

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



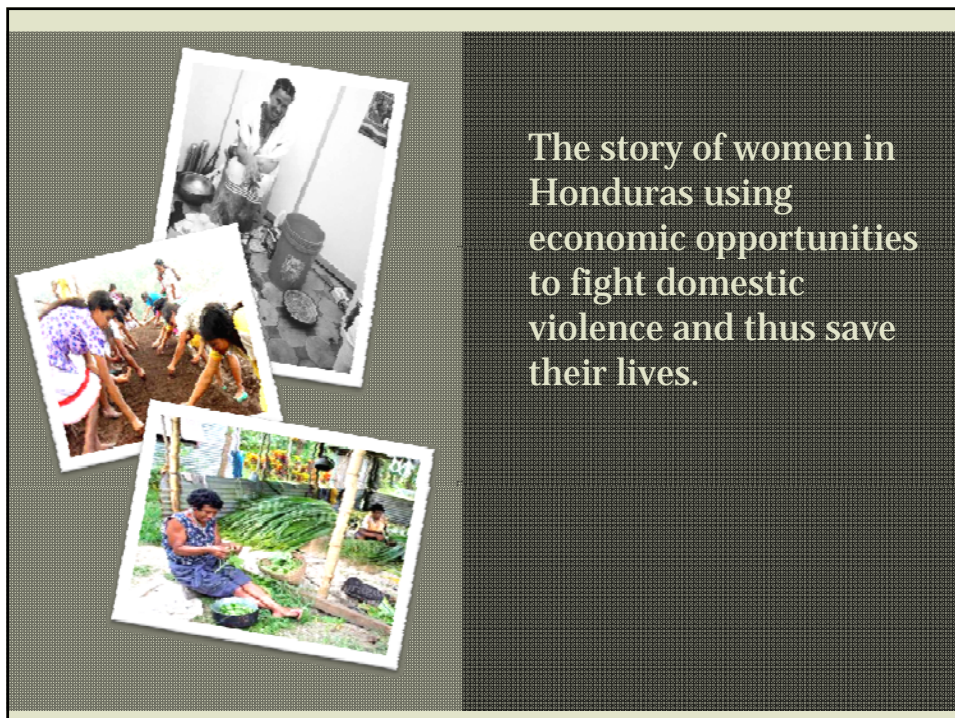
Organizations Shrujan and SEWA were started by women to help women economically.







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.

Education is Power

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.







INTERNATIONAL
WOMEN'S
COFFEE
ALLIANCE
—Promoting Possibilities—
IWCA

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.

