



# WOMEN AND WATER ALLIANCE



**USAID**  
FROM THE AMERICAN PEOPLE

Gap Inc.



## OVERVIEW

Spearheaded by the United States Agency for International Development (USAID) and Gap Inc., a global apparel retailer that sources products from about 800 facilities in 30 countries, the Women+Water Alliance (W+W Alliance) is a public-private partnership. The alliance aims to improve the health and well-being of women and communities touched by the apparel value chain.

In India, CARE is working with USAID and Gap Inc. as a partner of the W+W Alliance to improve and sustain the health and well-being of 200,000 women and their households in geographies with mills and cotton farming communities. The program is designed on the premise that using a locally contextualized version of the globally recognized P.A.C.E. (Personal Advancement and Career Enhancement) program of Gap Inc. will help enhance the knowledge, life skills and capacities of women from rural communities. This will also enable them to deploy this learning, and will lead women to significantly improve their access to and adoption of water, sanitation and hygiene (WASH) practices and to work towards the availability and sharing of WASH resources in a sustainable and equitable manner.

In the W+W Alliance, CARE joins Institute for Sustainable Communities, Water.org, the International Center for Research of Women (ICRW) and Institute for Development Impact (IDI) as an implementing partner responsible for Gap Inc.'s P.A.C.E. roll out and development of cadres of female Gap Inc.'s P.A.C.E. Champions and Male Champions.

## AREAS OF IMPACT

- Women Agency
- Women Self-efficacy
- Gender Equality





## ABOUT CARE

CARE seeks a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security. Our Mission around the globe is to facilitate empowerment of women and girls from poor and marginalized communities.

CARE India Solutions for Sustainable Development (CISSD) which is leading implementation of CARE's commitments as a W+W Alliance member on the ground, is part of the CARE International Confederation working in over 90 countries across the globe. CARE has been working in India for over 66 years, focusing on alleviating poverty and social exclusion. We do this through well-planned and comprehensive programs in health, education, livelihoods and disaster preparedness and response. We also focus on generating and sharing knowledge with diverse stakeholders to influence sustainable impact at scale.

By 2020, CISSD aims to work with 50 million persons in the country and help them meet their health, education and livelihoods related entitlements and aspirations. For more on CISSD's work, please visit our website [www.careindia.org](http://www.careindia.org)

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## CONNECTING BUSINESS TO COMMUNITY

From farm to fabric, the garment industry is one of the largest employers of women workers. Despite their large numbers in the workforce, relatively few female workers have the opportunity and access to the education and skills training they need to support their personal and professional growth. Women face several structural barriers throughout their lifecycle, in household, community and at work. This is most apparent in the time and effort women spend in WASH related activities that limit their productivity, personal advancement and career enhancement. The globally recognized Gap Inc. Personal Advancement and Career Enhancement (P.A.C.E.) program traditionally imparts women in factories, foundational life skills, technical training and support that will help them advance in their personal lives and their workplace. It is envisaged that when businesses take a community engagement approach, they not only ensure a more congenial atmosphere at work, they also make the community felt included. This leads to enhanced productivity and advancement of women and increased participation in local governance systems, as well as efficient usage of natural resources.

Buoyed by the uptake and impact of P.A.C.E. in factories in many countries, the program has now been expanded to community settings and now works through partnerships like the W+W Alliance. Through the program, it is expected that women will develop the ability and agency to serve as change-agents for advancing WASH practices and management in their communities.

## CARE's ROLE

With an initial focus on India's Madhya Pradesh and Maharashtra, CARE is working actively with rural women to build their capacities, gain the confidence, knowledge, and skills needed to make life decisions and act as change agents at home and in the community.

To do this CARE will:

- Train 200,000 women from fabric mill and cotton farming communities
- Through Men Engagement, develop a support system to encourage women to improve their access to WASH products and services
- Interface WASH stakeholders with trained women to enable sharing and address the latter's demand from for WASH solutions at household and community levels
- Identify opportunities for trained women to deploy their acquired knowledge and skills learnt for improved health outcomes

