

Impact Stories

Aasha Paraskumar



by the [Livelihood team](#) on October 12, 2023

Asha Paras Kumar, a 40-year-old woman from Kanoi village, Jaisalmer, Rajasthan, has embarked on a remarkable journey of personal growth and empowerment with us in the past few months. Her education was cut short in the 8th grade due to cultural norms that discouraged high school education and prioritized early marriages. Living in a joint family of eight, Asha's aspirations were limited by her societal context.

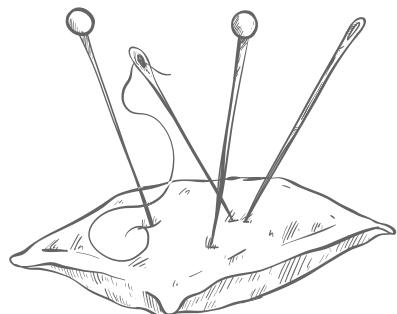
However, when she joined CITTA India's embroidery program, supported by her family, a transformation began. Asha displayed unwavering dedication and sincerity in every session. Her courage and desire to secure a better future for her four children have shone through as one of her major motivations. She says that she has discovered a newfound hobby for embroidery, relishing the freedom to interact with friends and work collaboratively, a rarity in her community.





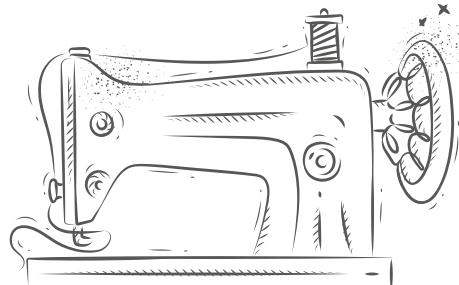
Through her perseverance, Asha has also learned to manage her time, setting her own expectations higher with each passing day. Now, she not only excels in the sessions but also takes the initiative to guide her peers, asking and clearing doubts and sharing her knowledge with other women. She is focused and one can always find her practicing patiently, keeping focused, in the front row.

She says “When I like something, I do it with determination. Because of this work, I am able to meet with friends often and learn this craft. It’s an opportunity in Kanoi, had it been outside of Jaisalmer, I do not think I’d be able to go and learn. We have rules here. So I am happy this is happening here...”





"I feel free when I come to your sessions... There is nobody around. Because of men, we have to use ghunghat and there are certain rules in the village. We can not stand in the same place or around the place of any man and men are everywhere. So we don't feel free. In our sessions, it is all women so I feel free. We laugh and also rant about our problems and it feels light..."





Asha's inspiring steps are a testament to her growing confidence, and she stands as a proud example of personal growth and determination.

-so far-



After this impactful journey, we extend our heartfelt gratitude to the cornerstone of our initiative, Viviid Emissions Reductions Universal Pvt. Ltd., whose generous funding made the Livelihood project in Kanoi and Managaliyawas possible. This project has significantly impacted the lives of local women, equipping them with technical and hard skills alongside invaluable life skills and mindset development. While the changes may not appear drastic, they are profound, noticeable, and, most importantly, enduring.



Keep Learning

Special thanks go to Rohit Sharma, who was always just a call away, ready to assist with any queries and seamlessly collaborate with us throughout the project. Rohit has consistently provided valuable suggestions, connected us with a broader network of people for fresh ideas, and granted us the flexibility needed to adapt and innovate within the project. His patience, understanding, and deep insight into the nuances of groundwork have been invaluable.

We deeply appreciate Santosh Vishwakarma for his consistent engagement and meticulous oversight, ensuring that our project stayed on course. Santosh, your attention to detail and interest in our progress have significantly aided in overcoming obstacles, facilitating a smoother journey toward our objectives.

The introduction of the weekly update system has transformed how we track our progress, offering us a consistent and streamlined method to oversee our project's development. This approach has significantly improved our operational efficiency, thanks to its simplicity and flexibility.

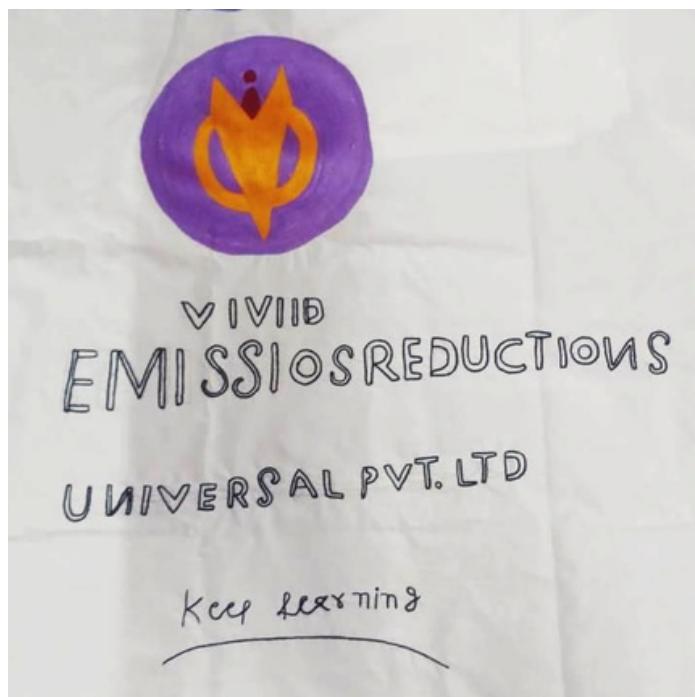




Your administrative team deserves immense recognition for their steadfast support and understanding. Their approach has fostered an environment where learning from mistakes is encouraged, enabling the women we support to grow sustainably and comfortably, truly empowering them.

We are also immensely grateful to Puneet Katyal, CEO of VIVIID, for championing this cause as part of their CSR efforts. has been instrumental in enabling social intervention and fostering long-term positive engagement with the local communities in challenging locations like Kanoi, and Jaisalmer.

VIVIID's support and commitment to making a difference has not only transformed these women's lives but also provided our team with a profound purpose, bringing us together to nurture these lives, young and old, toward a brighter future.



Thank you for your unwavering support and for believing in the potential of the women of Jaisalmer and our collective mission.