

Rakhi Ganeshkumar

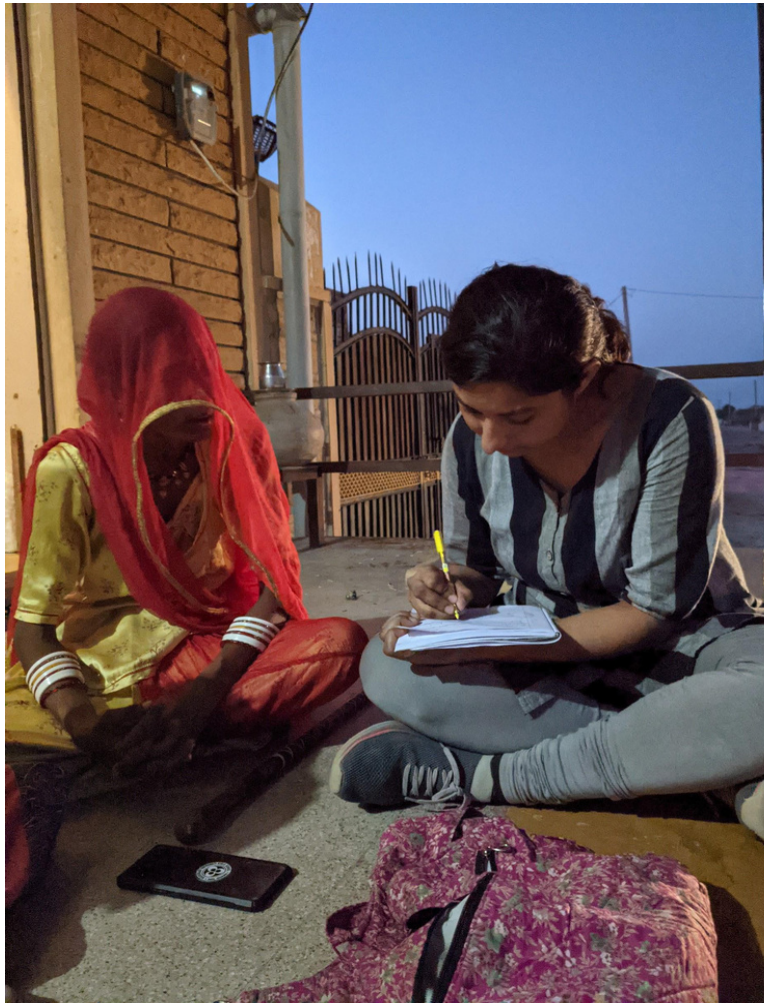


by the **Livelihood team** on October 13, 2023

Rakhi Ganesh Kumar, a 39-year-old woman and one of our valued beneficiaries from Kanoi, is an inspiring figure in the village as she works alongside her husband in an everyday essential shop.

She completed her education up to the 10th grade but willingly dropped out of school, to marry into a family of six, where agriculture is the primary source of income.

“I completed 10th but then I dropped out by myself. My father tried to convince me but the environment around me compelled me to believe that education would be a waste because ultimately I have to marry and not do any job. Now when I have grown up, I have understood the importance of education. Hence I am concerned about Priyanka. I want to educate here. It is important to have an income of one’s own. How much can we depend on the husband’s income?”

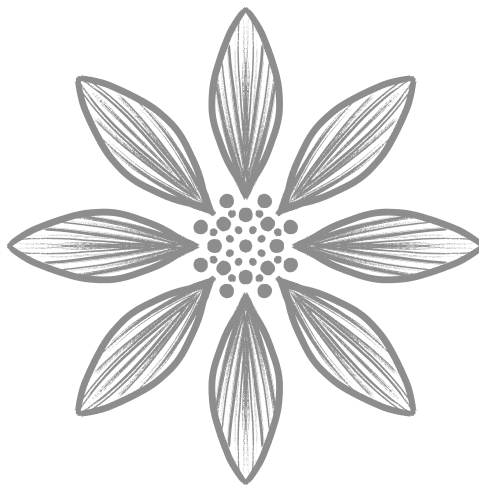


Rakhi lives in a nuclear family of six with her husband and four children. Together with her husband, she manages a small village grocery store. Unfortunately, family disputes prevent them from farming on their inherited land, leading to financial difficulties.

While her husband is supportive, he, like many others in the village, expects Rakhi to fulfill traditional roles such as cooking, cleaning, and caring for the children.



She says “- I feel more confident and aligned when I work with CITTA India in these practice sessions. I enjoy working independently and find embroidery to be an indulging activity that requires patience. It takes time, and I've noticed a significant change in my approach. Initially, I used to rush through the work, but now, I've learned to go slow and steady, which results in neater and more precise embroidery. ... ”





Rakhi's daughter, Priyanka is currently enrolled in the Rajkumari Ratnavati School, attending the third grade. Rakhi is a dedicated and involved parent who takes her daughter's education seriously.

“Whenever I visit your place for practicing, I ask Priyanka’s teachers about her progress and well-being. She is sweet but she is also naughty. I want to know if she is paying attention in class or not...I believe that a good education is very important. I don’t want her to make mistakes like I did...”





Despite the prevailing mindset that discourages education for girls, Rakhi is a woman of strong convictions who fearlessly expresses her opinions. When asked about her desire to learn, Rakhi expressed a unique perspective: she yearns to establish her own identity, have her name recognized, and her work celebrated. Her dream is to build a house of her own, and she believes that by learning embroidery, she can start a successful business one day.

Rakhi's determination, courage, and unwavering commitment to her dreams make her an extraordinary member of our community. We are immensely proud to have a confident woman like Rakhi as part of our initiative.



After this impactful journey, we extend our heartfelt gratitude to the cornerstone of our initiative, Vивиid 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.



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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.

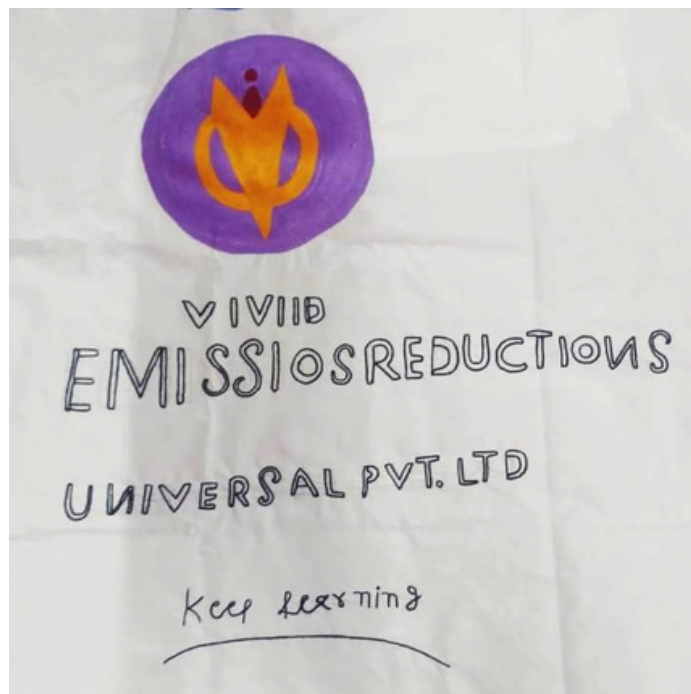




Your administrative team deserves immense recognition for their steadfast support and understanding. Their approach has fostered an environment where learning from mistakes is encouraged, enabling the women we support to grow sustainably and comfortably, truly empowering them.

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.