



Impact Stories

## Moru Ratanlal



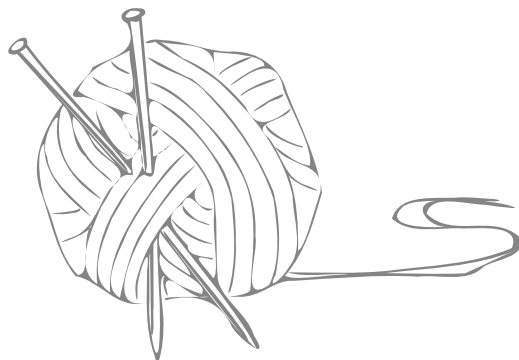
*Moru Ratanlal, a 28-year-old woman who has completed education up to the 8th grade, has become a beacon of empowerment in her village, Kanoi. Hailing from a family whose primary income is derived from agriculture, amounting to around 35,000 rupees, Moru's journey is a testament to her determination and skill. Through her involvement with the Prabha program, she has significantly contributed to its success by working on a total of 83 products, thereby earning 5,670 rupees. Her efforts were further recognized at the desert festival, where her products attracted approximately 62 customers, resulting in sales of 3,600 rupees. Despite a modest attendance rate of 45% in the "Man Ki Tarang" sessions, Moru's dedication shines through in her full participation as a trainer at the school, where she continues to inspire and teach other women. Her story is a vivid illustration of how resilience, hard work, and belief in oneself can lead to remarkable achievements and a positive shift in community perceptions of women's empowerment and skill development.*



At the launch of the community center where new machines are installed for women. Moru at the front desk..

### Moru Ratanlal: Stitching Success and Empowering Kanoi

In Kanoi, a small village in Jaisalmer, Moru Ratanlal's transformative journey from a quiet participant to a leading figure in women's empowerment and skill development stands as a beacon of change. Her dedication and skill have not only reshaped her life but also influenced the community's perception of women's economic roles.





#### Background and Aspirations:

With a foundation in agriculture and a modest family income, Moru's early life was rooted in traditional roles. However, her ambitions stretched beyond these bounds. As a proactive member of the Durga Mata Self-Help Group and with an education up to the 8th grade, Moru sought to merge her responsibilities with her aspirations, demonstrating the potential within skill development and education.

#### Skill Development and Leadership:

Moru's initial reluctance gave way to a deep commitment to learning, particularly evident in her participation in the "Mann Ki Tarang" sessions. Her mastery of machine stitching, leading to the creation of 83 different products, highlights her journey to becoming a skilled artisan and a respected teacher. Moru's contributions, especially to the collection launch, underscore her pivotal role in the program's success, bringing her substantial income and recognition.





#### Overcoming Challenges and Community Impact:

Facing early skepticism, Moru's achievements have catalyzed a shift in community attitudes toward women's work and skill development. She has earned Rs. 5670, the highest amount from her work with Prabha, alongside an impressive 3600 rupees from product sales at the desert festival. This financial success, coupled with her involvement in crafting and selling a large volume of products, has positioned Moru as a knowledgeable and influential figure within the community. Her ability to assess the skill levels of other women and provide constructive feedback further solidifies her status as a leader.

#### Future Goals:

Looking forward, Moru is keen on expanding her repertoire of skills beyond stitching, aspiring to continue her growth and mentorship in new and diverse areas. Her active role in the second phase of the "Mann Ki Tarang" sessions demonstrates her evolution into a confident, skilled leader comfortable in guiding and inspiring others.



Moru working on products.

#### A Model of Resilience and Empowerment:

Moru Ratanlal's story is a vivid illustration of how belief in oneself, combined with hard work and skill development, can overcome societal challenges and lead to significant personal and community growth. Her success in the collection launch, marked by the sale of 83 products and significant earnings, highlights the tangible benefits of her journey. Moru's impact extends beyond financial success, inspiring a change in community perceptions and encouraging other women to pursue their aspirations with confidence and determination.







Pouches sewed by Moru

#### Textile trainer Anirudh's Statement:

"Moru ji has truly exemplified what it means to embrace skill development with open arms. Witnessing her transition from a participant who was initially hesitant to one of our program's most skilled and dedicated trainers has been nothing short of inspiring. Her attention to detail, commitment to quality, and the sheer volume of products she has created and sold, not to mention the significant income she has earned, underscores the profound impact of our initiatives."



In training with Anirudh, our textile lead.



Mindset Trainer Purnima's Statement:

"Seeing Moru ji evolve throughout the program has been a remarkable experience. From her early days of 45% attendance, reflecting uncertainty and hesitation, to becoming an active, confident leader in the second phase of the 'Mann Ki Tarang' sessions, her growth has been substantial. Moru ji now stands as a beacon of confidence and comfort, eagerly taking the lead in activities and sharing her knowledge with others. Her transformation is a testament to the power of dedication and belief in one's potential. Moru ji's journey reinforces the value of our work and the transformative impact it can have on individuals and the broader community."



Red dupatta- Moru Ratanlal watching Ruma devi's Ted Talk in MKT session activity.







Moru Ratanlal's Statement:

*"When I first joined the program, I couldn't have imagined what this journey would bring. The challenges were plenty, especially with the initial skepticism and discouragement from the community. People doubted the value of our actions, seeing it as a waste of time. They said "Why are you wasting time? You can do household work at this time and that will be more useful." But I believed in the skills I was acquiring and my growth potential and I kept trying to find time and learn. Now, having worked on 83 products and earning significantly from both Prabha and the desert festival, I see the tangible results of my hard work and faith. Now people say, 'You should do this, you must go' "*



This journey has not only been about personal success but also about changing how the community views women's work and empowerment. Her next steps are to broaden her skills and continue supporting and teaching others, proving that with patience and resilience, success is within reach. She has led by example and inspired others in my community to believe in themselves and their abilities.





Products made by Moru Ratanlal Ji (Stitching)



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



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.

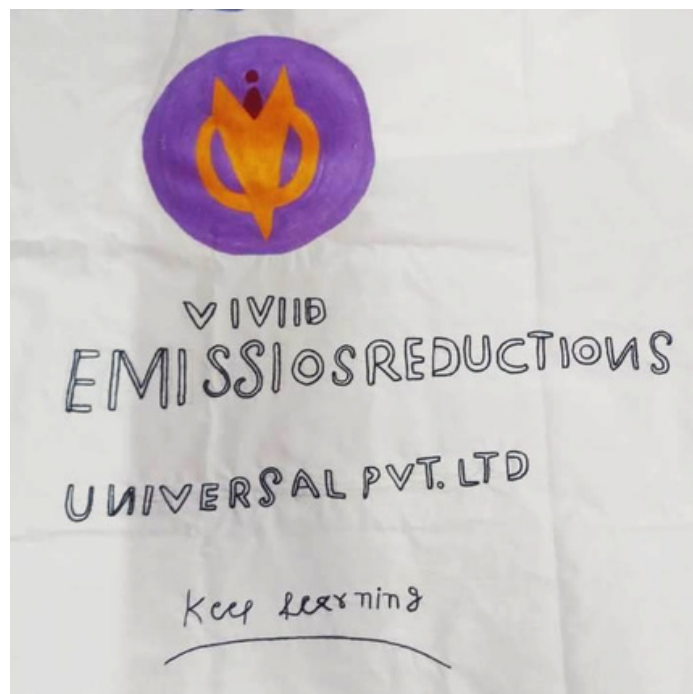




Your administrative team deserves immense recognition for their steadfast support and understanding. Their approach has fostered an environment where learning from mistakes is encouraged, enabling the women we support to grow sustainably and comfortably, truly empowering them.

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.***

