

CITTA INDIA

Impact Stories

Durga Gopaldas



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

Durga Gopal Das, our 35-year-old beneficiary from Kanoi village, is a testament to the power of determination and lifelong learning. Married at the tender age of 15 and becoming a mother at 17, her education was cut short after completing only primary school up to the 5th grade. Her dream of acing in Embroidery took a backseat as she was relocated from Pune, where she had her first exposure to embroidery and crafts through a supportive teacher.

Despite being absorbed into a joint household of 14 members and managing the daily demands of her family, Durga never lost sight of her passion for embroidery. When CITTA India introduced an embroidery upskilling program, she seized the opportunity to rekindle her love for this craft.

Durga's journey was not without its challenges. Initially battling shyness and apprehension, she found her voice and confidence within the sessions over time. Her commitment shone through as she managed her time effectively, even on the busiest of days, maintaining a perfect attendance record of 100%.



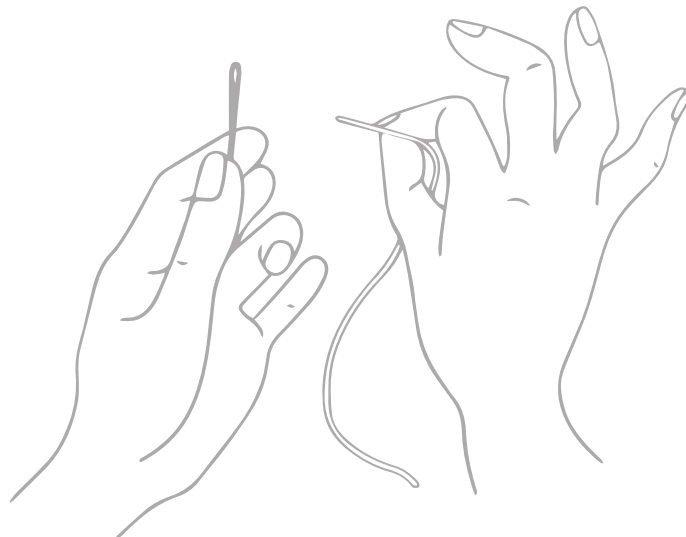
Despite some reservations and orthodox restrictions from her family, including her neutral husband who neither supported nor restricted her, Durga persevered. She balances her responsibilities at home with the demands of the project, where she feels a sense of freedom and camaraderie with her friends.

She said-“ My husband didn’t know that I was learning embroidery again. He does not listen to me or my problems so I could not share this with him even after all these months. I am worried if he would like it or not. But when you came to meet me at my house, they came to know about it. They did not say anything. They were concerned only about dinner that day. Hope you didn't feel unwelcomed...”





“ I wanted to learn embroidery, I can not tell you how much I wanted to continue doing it but after marriage, I had to let go of it. I thought I would never do this again. In fact, I used to cry alone whenever I pulled out my old work and recall the good old days. When I came to know about this program, I thought it was another chance and I was sure I wanted to do this so I contacted you...”





Durga's story is one of resilience, courage, and the pursuit of one's passion, against all odds. CITTA India is immensely proud of Durga's inspiring journey and the dedication she brings to her work. She embodies the spirit of empowerment through lifelong learning.

-so far-
IMPACT STORIES



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.



**VIVIID
EMISSIONS REDUCTIONS
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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.

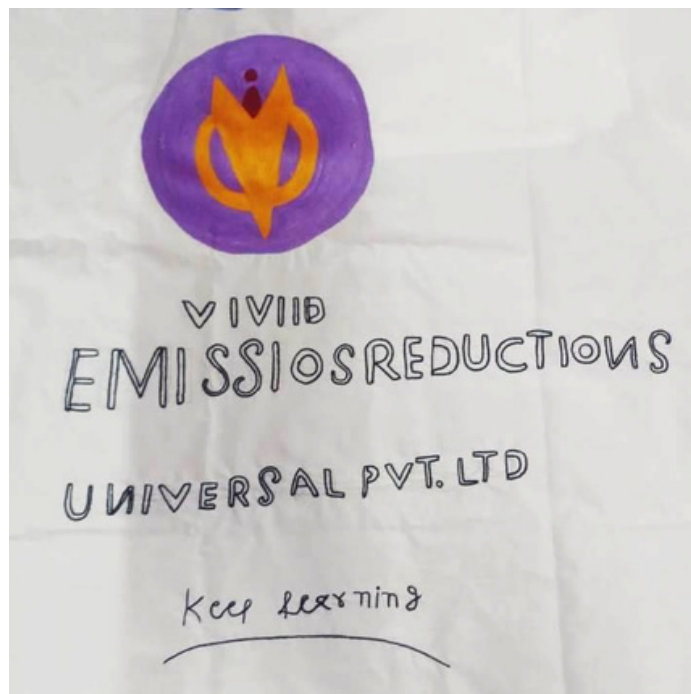




Your administrative team deserves immense recognition for their steadfast support and understanding. Their approach has fostered an environment where learning from mistakes is encouraged, enabling the women we support to grow sustainably and comfortably, truly empowering them.

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.