



## RIDHI Devipujak

age	68
location	Ladakh, India
occupation	Housewife
income	Married, two daughters
status	Income per year 10k

Ridhi likes to spend time with her family, taking care of her parcel where she grows mint and other plants for self consumption. Once a week, she enjoys going to the Woman Alliance, a women cooperative that enhances woman rights and other environmental issues.

### GOALS

Stay healthy  
Taking care of her land

### PERSONAL TRAITS

Affable  
Charming  
Confident  
Discreet

### FRUSTRATIONS

How tourism is destroying her land  
Not seeing her daughter who is living in Manali.



Though the [Women Alliance](#)'s association Ridhi has discovered **commūnitās**. Currently she is promoting a project focused on plastic collection in order to re-sell it to manufacturers as raw material. An easy work for like-minded people who want to take care of the landscape and promote recycling. The aim is to re-think waste to consider it as part of a closed-loop economy.