



## Our journey...

assertion and from exploitation to self-reliance. A thousand pictures embellished in hues of toils, of nights forlorn and of days' unrest.

Traveling in time with a horizon drawn and stretched to adorn our hearts and our dreams. We weave the music, light and rhythm of sand



## Challenging our frontiers Expanding them large

We walked into the remote desert from the other side, in and after 1971, with little hope of the future. Struggling to eke out a living in the hostile and unwelcoming desert. Living in a society, feudalistic and patriarchal, where we, women had no say or role to play.

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Today, drawing possibilities for all of our families and children alike, we



- - income and welfare. But it was extremely difficult to break open the cocoon

determination and undoubted dedication to our work alone saw us thus far.



Urmul has handheld us and has been partnering with us to improve our art, our confidence and opening out new markets and possibilities for our efforts. Urmul collaborated with us to form Self-help groups. It continues to motivate our marginalised community for collaborative efforts in building alternative livelihoods.

Today we are over 700 women from 11 villages collaborating in groups, working out our finances and nurturing a growing enterprise of over 2 crores INR.



Urmul's Income Generation Project has been supporting us by formalizing our self help groups, skill up-gradation, technical support, scaling up and also with national-international market linkages for our art. All our products come certified with the Craftsmark acknowledging the quality of our bandwork

Today, befitting our roles of entrepreneurs, we have learnt the art of managing our businesses. Traveling states, even countries with confidence, asserting our knowledge, our art and our existence. We are striving to our ties with our worlds and outside.



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## About the IGP:

The Income Generation Program (IGP) was initiated in the year 1991 to institutionalize women artisans of the border regions in western Rajasthan.

Program intended to empower, both socially and economically, women artisans who decorate and accentuate fabric with their traditional style of embroidery called Kashida.

All activities of the IGP are coordinated through these groups.

Distributing work, collection of embroidered products, quality check, timely delivery, and finances- this all is taken care by women themselves. They voice their opinions now, plan their houses, drive the income and welfare, and are a part of the decision-making within the family and the society.



## About (Irmul

n the harsh and inhospitable regions of rural Rajasthan in the Thar Desert, URMUL has been innovating models for inducing community-driven socio developmental changes by devising programmes, strengthening them, sustaining and finally handing them over to communities.

Urmul's work is guided by the spirit and trust placed in people's capabilities to bring about the much needed social change with their own efforts. Most of the work is focused on vulnerable and marginalised sections of the society - Women and Children. Urmul works on all the Millennium Development Goals for empowering the marginalised and vulnerable sections of society in over 1000 villages in this desert state of India- thematically working on Health, Education, Livelihood, Environment and Mother-Child care.



If you like our efforts and the products, do write back to us,

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