

Sustainable Livelihoods



Krishna at work



Ambuja Cement Foundation has been working tirelessly to promote alternate livelihoods options in its locations according to the need of the communities. This newsletter brings to you stories of Krishna who is a trained para veterinary at Darlaghat, Himachal Pradesh and Kashmira who is a young mother trained as a beautician post trainign from Skill and Entrepreneurship Development Institute (SEDI).

Brought up in a conservative family at Darlaghat, Krishna left her schooling at an early age and managed her household. Being from an agricultural family she was also responsible to ensure the health of the cattle which was her favourite duty. Post marriage, when the training of *pashu swasthya sevika* began in her village by ACF, she grabbed the opportunity to be formally trained in cattle care.

Cattle rearing is an important livelihood opportunity for villagers especially if they do not own land. ACF introduced the programme to ensure cattle health thereby ensuring livelihoods. Regular training and interaction with vets ensures

that PSS is abreast with latest knowledge in the field.

In one such instance, Malti, Krishna's neighbour sought her help. Post investigation, the PSS suspected that thr cattle had picked up the disease from migrant animals. On further investigation, she found similar symptoms in some of the other cattle as well. Fearing an outbreak, Krishna got in touch with the vet immediately.

The vet along with his team visited the village and confirmed Krishna's fears. The team of doctors immediately vaccinated the cattle and gave the necessary medication.



Training at SEDI



Working as a beauty specialist

Krishna credits ACF for providing regular training and interaction with vets for her skill. Today Krishna is transformed into a knowledgeable individual and has won the trust and respect of her community.

Kashmira visited the SEDI Sankrail centre in the hope to become self dependent. She had to leave her education due to financial constraints and was married soon after.

However, her husband passed away within a few years leaving Kashmira to fend for herself. Kashmira was a young widow with the responsibility to bring up her child and take care of her husband's family as well.

Kashmira is one among many youth in India who are semi literate and unskilled but have the responsibility to support their household. Kashmira decided to take up the beauty care course post the counselling session. The course suited her educational qualification and would also

leave the door of becoming an entrepreneur open. Kashmira stood up to the challenge to pay the fee and began her journey to become independent.

According to the trainers, Kashmira was a committed student. She would practise what she learnt on her friends apart from the practise sessions during lectures. Post completion, Kashmira joined a local parlour to understand the industry better. Today Kashmira earns around Rs.6000/-month.

In her words “This course has given me the confidence to support my family and educate my child. I want my child to have a fulfilled childhood so he does not miss his father”. Kashmira hopes to open her own parlour in the near future.
