



## TRANSFORMING COMMUNITIES THROUGH LOVE & DEDICATION

**Our Village Upliftment program (launched in 2020) is paving a path toward sustainable change in 12 villages throughout Gujarat.**

In rural India, where more than 966 million people live in the country's 650,000 villages — and face a multitude of issues ranging from land degradation to water scarcity and gender discrimination — there is a widespread need for organized, grassroots empowerment.

That's where our Village Upliftment (VU) program comes in.

In partnership with a reputable NGO, we're placing expertly trained Lok Mitras ("friends of the people") in 12 villages throughout Gujarat, which have a combined population of about 50,000. These Lok Mitras have established themselves in their assigned villages and are already deeply impacting their communities. See some of their stories, and learn about the villages and people they serve, by clicking below.

[MEET THE PEOPLE BEHIND THE PROGRAM](#)



*Lok Mitras learn how to live in village communities by practicing small acts of love and kindness, such as clearing trash, visiting neighbors, and caring for animals.*

### **The Role of a Lok Mitra**

Lok Mitras provide moral support and care for families in their assigned villages. Between addressing village-wide challenges, Lok Mitras also visit the sick, disabled, and elderly in their homes; counsel young students struggling to stay in school; teach children about the importance of good hygiene; organize health camps, discuss taboos (and the real science) related to menstruation with women and young girls; and address child abuse and familial violence in general — and so much more.



*Lok Mitras host creativity and empowerment activities for village children.*



*A Lok Mitra interacts with happy children in his village.*

## **Upliftment During COVID-19**

The pandemic has played a part in everything we've accomplished so far in 2020. In each village, Lok Mitras continually educate the villagers as the virus situation changes, and reinforce the importance of following health authority guidelines.

Lok Mitras have also organized groups to mark circles at stores to demonstrate social distancing, set up stations and assisted in sanitizing shoppers' hands, and delivered grocery kits to people facing unemployment due to government lockdowns.



*Volunteers transport, unload, and pack supplies for grocery kits. [Click here to see a video featuring footage of grocery kit deliveries.](#)*

Our Village Upliftment program is an important addition to our ongoing mission to create sustainable change through education, health care, and equity.

We're inspired and heartened by the progress the Lok Mitras have already made in their

communities. To learn more, [check out our full overview](#) of the project, with additional pictures, stories, and videos from villagers.

Interested in donating directly to the program? Please click below.

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