



EMWOSE
Women from ethnic minorities in social enterprise

Interview form

Overview

Name: Kristina Anankaitė

Company: Practices of Femininity

Website:

<https://www.facebook.com/moteriskumokvepavimas>



Shortly about yourself...

My name is Kristina Anankaitè, I'm almost 24 years old, I travel a lot and I'm from Russia myself. Two years ago, I started to become interested in feminine practices which can help for women to be at peace, to somehow hear their inner voice and two years ago I figured it would be a good idea to share these practices with other women.

Would you define these activities as social enterprise?

So far, I'm practicing myself and some women sign up for practices. Little by little comes understanding that it might be useful to someone and therefore comes thoughts that these practices can be not only your own but also social activity.

How do you promote your activities?

Mostly women tell each other and that's it, but we are also trying to promote ourselves through Facebook.

What difficulties are you facing?

There are all kinds of difficulties, for example advertising and other difficulties such as rent if there are many women. Sometimes it is hard to communicate with a woman if she is new to these practices and I can't find the right words to explain everything.

Interview transcript

Keywords:

femininity practices, inner voice, inner peace, women, cooperate, Russia, Facebook.

Do you cooperate with anyone in Lithuania?

Currently we cooperate with my friend, she is creating beautiful dresses, she has a company "Radhė suknelės". We create courses together so women who came to practices can buy a dress too. Also, we cooperate with Žalianamis. Žalianamis is a youth center, everything there is free so everyone can come for free.

Have you considered the social impact of your activities?

Of course, I started everything for myself, but with time came thoughts that it's good to share your changes with other women. And then I started thinking about the benefits of all this, and I understood that women could find their inner peace. And I understood that our practices help with that

Have you received support from institutions in Lithuania to develop your business?

No, not at the moment, I'm thinking that we are just starting to do something

What difficulties with communication arise from belonging to a minority?

It is difficult to explain correctly why you need it, why it is useful. So far, my friend is helping me with writing Facebook posts, so we can advertise our activities.

What is the cost of courses?

For as much as a person can.

Full video [here](#)

