



GOALKEEPERS

NEWSLETTER

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OPINION

I wholeheartedly commend Citizens Foundation for their exceptional dedication and tireless efforts in improving the health and livelihoods of communities across 10 states in India for the past 25 years. Their commitment to serving the most vulnerable populations exemplifies the spirit of social responsibility and compassion. Their work not only addresses immediate needs but also contributes to long-term sustainable development. Citizens Foundation is a true beacon of hope and progress in our nation.

Shri Mukesh Kumar (IAS)

Director Audit, Audit Directorate
Government of Jharkhand



FROM THE SECRETARY'S DESK



Greetings from the Citizens Foundation! We are delighted to present our latest monthly edition, highlighting the initiatives we pursued in September. During this period, Citizens Foundation has been actively engaged in the promotion of Clean Energy in the northeastern state of Assam through our HRDP project in Tumulpur. Additionally, we are excited to announce the upcoming launch of the Gram Seva and Sanjivani programs in collaboration with the SBI Foundation in Bhojpur, Bihar. Simultaneously, we have organized a successful blood donation drive, which has made a significant impact on the lives of those in need. Witnessing the profound positive effects of our efforts on these communities fills us with immense joy and a deep sense of fulfillment.

Mr. Ganesh Reddy

Secretary Cum CEO

INSTALLATION OF SOLAR STREET LIGHT AT HRDP TAMULPUR



The primary goal in deploying Solar Street Lights is to enhance the quality of lighting in dark areas within the villages at night. Strategically placed Solar Street Lights are part of our intervention with HDFC Bank Parivartan to boost safety, with a particular focus on the safety of women, thereby creating a secure environment for all residents. Furthermore, this initiative has fostered a stronger sense of community and togetherness, as residents can now comfortably interact and participate in evening activities.

A 3 DAY VISIT BY ONGC OFFICIAL TO THE PROJECT AREAS OF JHARKHAND



A 3 days visit was successfully conducted by Citizens Foundation in the ONGC Foundation Project area at Bokaro, Jharkhand. Ms. Aisha Anwar, ONGC Foundation's official witnesses our commitment towards improving community well-being, from project planning to on-ground visits, community interaction and Impacts of the activities, a meaningful journey unfolds.

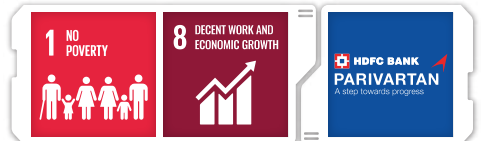


FREE HEALTH CAMP AT HAILAKANDI, ASSAM



Citizens Foundation, under the LIC HFL Hriday project, conducted a free health checkup camp in Bakrihwar III village, Hailakandi, Assam. 89 people received comprehensive health screenings and essential medications as part of this initiative, promoting the well-being of the local community.

INAUGURATION OF ORGANIC COMMUNITY COLLECTIVE OUTLET UNIT AT SIKKIM



The Inauguration of OCCO Unit – A New Chapter in Direct Farm-to-Table Access, an initiative by HRDP Sikkim Citizens Foundation & Hdfc bank Parivartan. Special thanks to Mr. Prasenjit Pradhan, HDFC Bank Cluster Head, Gangtok, Sikkim, & Branch Manager, HDFC Bank, along with Vice President, Ward Panchayat, Smt. B.K. Rasailey for their gracious presence and appreciation for our work in Sikkim.



BLOOD DONATION DRIVE AT BOKARO



ESL Steel Limited, in a partnership with Citizens Foundation, initiates a life-saving mission through a Blood Donation drive at Bokaro, Jharkhand. CEO Mr. Ashish Gupta, joined by representatives from Red Cross, CSR, and Citizens Foundation, inaugurates the drive in Bokaro. Together, our collective efforts resulted in the collection of 110 units of blood, making a significant impact on lives in need.

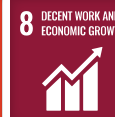
BUILDING BRIDGES OF HOPE: SBI FOUNDATION MD AND TEAM'S PRE-INAUGURAL VISIT TO SONVARSA VILLAGE, BIHAR



Sri Sanjay Prakash, MD of SBI Foundation, and his team visited Sonvarsa Village in the Shahpur Block of Bhojpur, Bihar along with team Citizens Foundation. Their visit included inspections of Gawtam +2 High School, Sonvarsa, and the APHC Parsawnda as part of their pre-Inaugural visit before launching the Gram Seva Program and Sanjivani program implemented by Citizens Foundation.



CASE STUDY



Mushroom Production & its value addition for Livelihood Security

Background:

This is the case study of an enterprising lady named Sarojini Marandi. She is residing in Harinkhol village of Taljhari block in Sahibganj district. In this village, plant residues such as straw, leaves from agriculture crops like wheat, pearl millet, mustard, are mostly remain unused. These had to be disposed of by burning or by some other wasteful method. Poor nutritional status and low income of farm women and their family members in this area were mainly due to lack of technical knowledge. Thus, mushroom cultivation had a special relevance to this village because straw and plant residues are abundantly available and environment of Sahibganj district is conducive to the cultivation of mushrooms. Since Mrs. Chhari had no source of income, she motivated towards the technology of mushroom production and its value addition by the facilitators of Citizens Foundation and JTDS Sahibganj.



JTDS Intervention:

Through various training Programmes on mushroom production and its value addition organized for farm women and rural youths by the facilitators of JTDS, Sahibganj, and Mrs. Sarojini Marandi skilled on various theoretical and practical aspects of cultivation of the edible mushrooms and its value addition. She started mushroom production using recommended technical practices by JTDS with 20 bags in the said period. More frequent visits were also conducted to the mushroom unit established by her. She was interacted personally for the feedback/study purpose. She had gradually increased mushroom bags every year. As a result, her mushroom production increased substantially with the scientific knowledge. She used to sell fresh mushroom in the nearest market at the rate of Rs. 50-60/- per kg. But due to low market cost, high production and no proper road for transport from her village, she used to face problem of selling of fresh mushroom. Besides this, 38% of mushroom losses during handling and transport. With the special efforts of facilitators of JTDS Sahibganj, Mrs. Chhari refined her skill for extending the shelf life of mushrooms for more than six months.



Outcome:

Presently she earned an income of Rs. 2.85 lacs from selling of fresh and value added mushroom products as dry mushroom, mushroom pickle and mushroom papad. She developed a feeling of economic empowerment Marandi's family members are very supportive and are happy for this change in her life. Now she builds up self-confident and capable to explain this technology to other needy farm women of their village.

Impact:

As the technology of oyster mushroom production and its value addition is simple and cost effective, it was highly adopted by Mrs. Sarojini Marandi and other farm women of her village. It has brought prosperity in Mrs. Marandi's family. The use of local straws for mushroom production reduced the cost of cultivation with more profit. There was increased acceptability and palatability of value added mushroom products. It was also a source nutrient enhancement in daily diets of women of her village. This technology was spread to 8 villages of the district. Now she developed self-confidence and motivation to other needy women and youths.

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