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CAMPAIGN FOR WATER CONSERVATION IN KODI
VILLAGE, GUMLA, JHARKHAND**

OPINION

Citizen Foundation is doing an exemplary job in the holistic development of rural communities. Initiatives such as women upliftment through bamboo handicrafts training and interventions in natural resources, livelihood, education, and health are commendable.

My heartfelt best wishes for the continued success of the HRDP SIMANA SIKKIM project.

Laden Bhutia,

Vice President, Panchayat Cell
Lingtam Phadamchen GPU, Sikkim



FROM THE SECRETARY'S DESK



As we welcome the financial year 2025–2026, I'd like to take a moment to thank all our stakeholders for your continued support and partnership. This year, we remain focused on building resilient communities and working towards a more sustainable future for all.

In this edition of our newsletter, we share key milestones, inspiring stories, and upcoming initiatives. I invite you to take a look and stay connected as we continue this important journey together.

Mr. Ganesh Reddy

Secretary Cum CEO

CITIZENS FOUNDATION CELEBRATES WOMEN'S DAY WITH FOCUS ON SAFETY AND INCLUSION



Citizens Foundation Head Office celebrated International Women's Day in the honourable presence of the Governing Body members, Secretary Mr. Ganesh Reddy & Treasurer Mrs. C. Jayshree, with enthusiasm, emphasizing gender equality and workplace safety. The event began with the felicitation of female team members, honouring their contributions. This was followed by an insightful session on Prevention of Sexual Harassment (POSH) and Women's Safety at the Workplace, led by Ms. Rashmi Saha, a Life Coach and External POSH Committee Member.



With engaging discussions and interaction on the contribution of women in the society and their recognition, the session provided valuable insights on workplace safety, with employees nationwide joining in a hybrid format. The celebration reinforced the organization's commitment to fostering a safe, inclusive, and empowering work environment for women.

WATERSHED YATRA: A WAVE OF AWARENESS, A FUTURE SUSTAINED

Citizens Foundation JJY Gumla Leads a Mass Campaign for Water Conservation in Kodi Village, Gumla, Jharkhand



The Citizens Foundation JJY Gumla hosted the Watershed Yatra, a nationwide campaign aimed at promoting awareness of watershed development activities. This mass event took place in Kodi village, within the Paramveer Albert Ekka Block of Gumla, Jharkhand. The inauguration was led by Shri Karan Satyarthi IAS, Deputy Commissioner of Gumla, along with Shri Dileshwar Mahto, DDC Gumla, symbolizing the beginning of a significant journey towards water conservation and sustainable development. The day was vibrant and full of enthusiasm, featuring a motorcycle rally and padyatra that engaged the local community in understanding the importance of watershed management. Together in this endeavor, we are committed to improving rural livelihoods through effective natural resource management.

CLEAN WATER, STRONGER HEALTH AND RESILIENT COMMUNITIES:

Citizens Foundation's Initiative in Flood-Prone district of Hailakandi, Assam



As part of the LIC HFL HRIDAY project, Citizens Foundation has taken a significant step towards improving water accessibility in the flood-prone regions of Hailakandi district, Assam. The organization has successfully installed three high-rise tube wells in the low-lying villages of Uttarkanchanpur-II, Uttarkanchanpur-I, and Dholidhar.

Designed to withstand the challenges of seasonal flooding, these tube wells have been entrusted to the local community, ensuring that 90 families now have a consistent and safe source of drinking water. Beyond addressing the immediate need for clean water, this initiative lays the foundation for long-term resilience, mitigating health risks associated with waterborne diseases and strengthening the community's ability to navigate recurring natural disasters. By empowering residents with sustainable solutions, the project not only enhances daily living conditions but also fosters self-reliance and preparedness for future adversities.



He highlighted the importance of integrating sustainability into business strategies, strengthening public-private partnerships, and empowering MSMEs for a sustainable future.

WORLD TB DAY AWARENESS PROGRAM AT BOKARO, JHARKHAND



On the occasion of World TB Day, an awareness program was organized by Citizens Foundation under ESL Vedanta's Aarogya Project at Budhibinor Nandghar, Bokaro. The program aimed to raise awareness among villagers about Tuberculosis (TB), covering important aspects such as its symptoms, causes, testing, treatment, available government facilities, and the role of hygiene and cleanliness in prevention.

Additionally, participants were informed about various CSR initiatives and healthcare services offered through the Aarogya Project. The session saw active participation from Anganwadi workers, villagers, school children, and Aarogya Project staff, with a total of 51 people attending. The event received an enthusiastic response from the local community.



CASE STUDY



DHRUBA DAIMARY:

Rooted in Struggle, Blossomed in Triumph: A Farmer's Sacred Journey to Success.

Introduction: Dhruba Daimary, a 31-year-old passionate and progressive farmer from Halongbari village, Block-Goreswar, Tamulpur, Assam, always dreamed of expanding his banana and cucumber cultivation. However, his ambitions were hindered by lack of water resources and financial constraints. Despite his dedication, the unavailability of adequate irrigation and necessary farming inputs made it difficult for him to achieve sustainable growth in agriculture.

Problems Faced: Dhruba's biggest challenge was the scarcity of water and financial instability, which prevented him from cultivating banana and cucumber on a larger scale. Without proper irrigation, his land remained underutilized, and he struggled to bear the cost of quality saplings, manure, and modern farming equipment. The lack of financial resources also restricted him from adopting advanced farming techniques that could improve his yield and income.

Initiative Taken by Citizens Foundation: In 2024, Citizens Foundation, under the Holistic Rural Development Program funded by HDFC Bank's Parivartan, intervened to support Dhruba in overcoming these challenges. Recognizing his potential, the organization provided him with 500 Malbhog banana saplings, a borewell for adequate water supply, high-quality manure, spray machines, and training on modern farming techniques. Additionally, he received a vermicomposting preparation bag to enhance soil fertility and organic farming practices.

Resolving the Issue: With this crucial support, Dhruba successfully planted 500 Malbhog banana saplings on 2.5 bighas of land. His estimated yearly income from banana cultivation is expected to be ₹2,20,000, while his personal investment was only ₹10,000. Furthermore, with the same intervention, he started cucumber farming on 1.5 katha of land, expecting a whopping ₹60,000 in earnings, with an initial expense of just ₹5,000. The borewell ensured year-round irrigation, reducing dependency on unpredictable rainfall, while the vermicomposting setup enabled organic and cost-effective farming.

Conclusion: Today, Dhruba Daimary stands as a shining example of how HDFC Bank's Parivartan initiative, through Citizens Foundation's intervention, can transform lives. His success story reflects the power of timely support and resourceful intervention in rural agriculture. Expressing his gratitude, he wholeheartedly thanks HDFC Bank's Parivartan initiative and Citizens Foundation for resolving his farming challenges at the earliest, enabling him to achieve self-sufficiency and a prosperous future.

Dhruba Daimary: A Farming Success Story

With support from Citizens Foundation under HDFC Bank's Parivartan, Dhruba Daimary from Halongbari village expanded his banana and cucumber farming. He received 500 Malbhog banana saplings, a borewell, and training in modern techniques.

Now, he's set to earn ₹2,20,000 from bananas and ₹60,000 from cucumbers — a true story of rural empowerment.

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CITIZENS FOUNDATION

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