



GOALKEEPERS

NEWSLETTER

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OPINION

The Citizens Foundation is undertaking a truly meaningful and much-needed initiative for the community in Hailakhandi, Assam. Such efforts reflect a deep commitment to inclusive development and grassroots empowerment.

Mr. Akshay Kumar Rout ,
Chairman of CSR Committee, LIC HFL



FROM THE SECRETARY'S DESK



The 49th edition of our monthly newsletter stands as a reflection of our shared commitment to awareness, progress and positive social change. Each story featured here highlights the dedication, collaboration and resilience that drive our initiatives | education, health, livelihood and empowerment. This edition is not just a record of achievements but a reminder of the collective effort behind every milestone. As we move forward, we remain focused on building inclusive, sustainable and helpful features for the people we serve. Thanks to our team and partners for making every effort count.

Mr. Ganesh Reddy
Founder & CEO, Citizens Foundation | Secretary, UN GCNI

LIC-HFL BOARD VISIT IN HAILAKANDI, ASSAM



The Board Members of LIC Housing Finance Limited recently visited the HRIDAY Project in Hailakandi, Assam- an initiative implemented by Citizens Foundation under LIC HFL's CSR Program. The visit aimed to access the project's progress, interact with beneficiaries, and identify new opportunities for partnership in community development.

We are privileged to host Akshay Rout, Chairman LIC HFL, T. Adhikari, MD & CEO, Anitha Kumari, JGM (CSR & ESG), J. Jayanthi and Ramesh Adige, Independent Directors, Varsha Hardasani, Company Secretary, Santaji Rode, Assistant Manager and other senior regional officials from LIC HFL.

The visit reinforced the strength of public-private partnerships in fostering grassroots development and highlighted the unwavering commitment of LIC HFL and citizens Foundation to building resilient and self-resilient communities.

DEEPAWALI CELEBRATION AT CITIZENS FOUNDATION

Citizens Foundation celebrated Diwali, the festival of lights, with great enthusiasm and togetherness at its head office today. The celebration brought the entire team together in a spirit of joy, unity, and positivity, reflecting the values that the festival stands for. The office was adorned with vibrant decorations and filled with laughter, sweets, and the glow of diyas, symbolizing hope and renewal. On this special occasion, our Secretary, Shri Ganesh Reddy,



shared a heartfelt message encouraging everyone to keep the essence of Diwali alive beyond the festivities, by spreading compassion, kindness, and light in the lives of those less fortunate. He emphasized the importance of continuing our collective efforts toward uplifting underprivileged communities, ensuring that the brightness of Diwali reaches every home and heart.

CULTIVATING NUTRITION THROUGH COLLABORATION



In partnership with LTIMindtree Foundation, Citizens Foundation has taken a decisive step under the Integrated Village Development Program to combat the Nutrition Challenge faced by children of Barpeta district in Assam. To strengthen food and nutrition security, Nutrition Garden Support was extended to 75 small and marginalized women farmers from Medhitari and Mandia villages. Each beneficiary received eight varieties of vegetable seeds and four types of fruit and leafy saplings to promote chemical-free cultivation. The initiative specifically focuses on pregnant women, lactating mothers, and elderly farmers- ensuring improved nutritional intake and fostering healthier communities for further generations.



CLINIC ON WHEELS :

Promoting Child Health and Hygiene in East Khasi Hills, Meghalaya



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HEALTH SCREENING CAMPS AT LINKEY AND LAMATEN, SIKKIM



Citizens Foundation with the support of HDFC Bank Parivartan and in collaboration with the Government of Sikkim under the Ujjyalo Scheme, conducted two community-based eye and basic health check-up camps at Linkey and Lamaten. These camps reached a total of 180 beneficiaries and enabled the identification of several critical eye conditions, resulting in the distribution of 54 corrective spectacles.

This initiative reaffirms the project's commitment to enhancing access to essential healthcare and promoting preventive health practices among rural populations in Sikkim. Such collaborative efforts continue to strengthen community well-being and resilience at the grassroots level.

MEGA HEALTH CAMP :

More than 200 beneficiaries accessed free healthcare services



ESL CSR in partnership with Citizens Foundation at the Madhunian Higher Secondary School premises. The program was inaugurated by the Honorable Up mukhiya, Mr. Vamapad Mahato, Ward Member, Mr. Anand Mahato, and senior CSR official, Mr. S R Tripathi.



General physicians, orthopedic surgeons, dermatologists, and ophthalmologists, along with their teams, provided consultation services. In addition to medical consultations, attendees received free general checkups and free medicines.

A total of 219 people benefited from this health camp, including 51 who received blood pressure checkups and 29 who received sugar tests. Of the 42 eye patients, 7 were enrolled for free cataract surgery. The team from Sanjiv Netralaya provided full support.

EMPOWERING RURAL WOMEN THROUGH SUSTAINABLE DUCK FARMING: ALGAPUR, HAILAKANDI

Background: Bakrihwar-I village, located in a rural area of Algapur block, Hailakandi. faced challenges such as limited livelihood options and underdeveloped Duck farming. Recognizing the potential for income generation, the HRIDAY project, implemented by The Citizens Foundation and supported by LIC-HFL, initiated a livelihood program focusing on sustainable Duck farming. Jay Guru Self-Help Group (SHG), comprising 10 women members from Bakrihwar-I village, was chosen to undertake duck farming as part of this initiative.

The project aimed to empower women economically, promote rural entrepreneurship, and improve household incomes.

Impact: The duck farming initiative by Jay Guru SHG of Bakrihwar-I village, supported by HRIDAY, Citizens Foundation, and LIC HFL, significantly improved women's livelihoods by generating an income of 15000-20000 in 6 months. It empowered women economically, enhanced their duckery management skills, and promoted rural entrepreneurship. Additionally, it contributed to local economic growth, promote women's financial independence, and demonstrated the viability of sustainable poultry farming as a livelihood option in rural communities.



Future Plans:

- ✓ Expand the duck farm gradually based on market demand.
- ✓ Diversify into value-added products like duck eggs for specialty markets.
- ✓ Establish linkages with local markets and vendors.
- ✓ Continue capacity building for sustainable practices.

Conclusion: The Jay Guru SHG's duck farming initiative, supported by Citizens Foundation, LIC-HFL, proved to be a successful model of rural women entrepreneurship. With a profit of 20000 in 6 months, it demonstrates the potential of duck farming as a viable livelihood option for women in rural areas.

