



## HIGHLIGHTS

**Gyandeep (Mahindra & Mahindra): Inter School Sports Competition**

**Participation in Farm Mechanization Mela, Odisha**

**Gram Seva (SBI): Transformative Custom Hiring Centres and Gender-Inclusive Farming in Himachal Pradesh**

**Participation in Kalaa Spandan Art Fair, Mumbai**

## KNOWLEDGE NUGGETS

### Reviving Heritage: Empowering Women Weavers and Sustaining Maheshwari Saree Artistry

Maheshwari, A centuries-old handwoven art form, that combines silk and cotton with delicate zari work and traditional motifs. Patronized by Devi Ahilya Bai Holkar, these sarees boast unique designs, vibrant colors, and delicate craftsmanship, embodying the rich cultural heritage of the region.

Issues include reliance on traditional handlooms, the absence of modern machinery, meager income from privately owned centers, restricted market access, and a shift to alternative occupations. In response to these challenges, SUVIDHA formed a group of fifteen skilled women weavers into Maheshwar Hathkargha Producer Company Ltd., a Farmer's Producer Organization (FPO), providing them with extensive skill development training. Now, these women are actively engaged in producing high-quality Maheshwari sarees that meet premium market standards.

This initiative not only preserves local art and culture but also creates income opportunities for traditional women weavers, fostering their socio-economic development. The women, previously engaged in daily wage labor, have now transitioned into skilled artisans with **each woman member experiencing a substantial increase in their average monthly income to Rs. 10,000 approximately.**



## PROJECT UPDATES

### Gyandeeep (Mahindra & Mahindra): Inter School Sports Competition

In a stride towards fostering comprehensive student development, an Inter-School Sports Competition was organized on 5th December 2023. The event unfolded at Government Higher Senior Secondary School Bakhpur, drawing participants from four other schools - Senior Secondary and Upper Primary Schools- Sahdaura, Inter College Schools- Fauzi Matkota, and Darau.

Structured to accommodate two categories, Junior (6th to 9th Standard) and Senior (10th to 12th Standard), each further divided into girls and boys, the sports lineup included Long Jump, 100-meter race, Kho Kho (mixed from 6th to 12th standard), and Volleyball (boys' category).

The infectious enthusiasm among students was palpable, both for the competition results and the sheer spirit of participation. A total of 75 students, accompanied by their dedicated Physical Training Instructors, actively engaged in the competition. The esteemed Plant Head of Farm Division, Rudrapur, Mahindra & Mahindra, Mr. Panduran Chavan, and his team graced the occasion, distributing prizes and commendations. Notably, volunteers from the company also joined the event, contributing to its success.



### Project Unnati (SBI): Empowering Women through Skill Development Tailoring Training

In a transformative initiative to empower women, skill development training in tailoring was conducted across four blocks in Sirmaur and Solan Districts of Himachal Pradesh. The training, organized in two batches in each block, spanned a month, focusing on equipping women with the ability to stitch daily apparel. As their training reached its conclusion, the women proudly adorned garments meticulously crafted by their own hands, rejoicing in their newfound expertise.

To translate these acquired skills into economic opportunities, the women were provided with sewing machines. This initiative has not only motivated them to create personalized clothing for themselves and their families but has also sparked entrepreneurial aspirations. Many women are motivated to take orders from neighbouring villages, establishing small-scale home-based businesses. The impact is substantial, with a total of 125 women empowered—34 from Pachhad Block, 30 from Nahan, 31 from Nahan in Sirmaur District, and 30 from Kandaghat Block in Solan District.





## Gram Seva (SBI): Transformative Custom Hiring Centres and Gender-Inclusive Farming in Himachal Pradesh

A transformative initiative of establishing Custom Hiring Centres (CHCs), in five intervention villages of Kiri Gram Panchayat, Chamba District, Himachal Pradesh has been implemented to elevate agricultural productivity. These centers, owned and managed by Gram Seva Committees in each village, provide farmers with access to modern farm machinery, including power tillers, corn machines, and knapsack sprayers. Farmers now have access to cutting-edge machinery, enabling them to complete tasks efficiently and cost-effectively, ultimately boosting overall productivity and crop yields.



Recognizing the evolving dynamics, women farmers demanded for training in the operation and handling of power tillers. Responding to this need, 52 women farmers from Kiri and Sarol villages, have been equipped with valuable skills in operating power tillers for plowing their farms. This initiative not only enhances agricultural productivity but also champions gender inclusivity by empowering women in tasks traditionally dominated by men.

## Project Footprint (HDFC Parivartan): Contribution towards Climate Mitigation

The combustion of biomass fuels gives rise to smoke, contributing to alarming levels of household pollution and posing a significant health threat to women and children, resulting in various respiratory diseases. Beyond health concerns, the unsustainable harvesting of fuelwood is a major factor driving forest degradation.

In response to these challenges, a climate mitigation project is being implemented in the rural villages of Assam, Odisha and Uttarakhand. The primary goal is to introduce climate-friendly interventions, aiming to improve the quality of life of rural communities while concurrently reducing the overall carbon footprint.

A range of technological interventions, such as the installation of Biogas units, Water Purifiers, and Improved Cooking Stoves (ICS), are being implemented under this program.

In Assam and Uttarakhand, 80 Biogas units have been constructed, along with 1,280 Improved Cook Stoves and 1,135 Water Purifiers implemented across all three states. These initiatives are geared towards tackling environmental challenges, promoting sustainability, and enhancing the overall well-being of rural communities.



# ORGANIZATIONAL UPDATES

## Participation in Farm Mechanization Mela, Odisha

SUVIDHA actively participated in the Farm Mechanization Mela in Bolangir District, Odisha, under the OIPCRA and PKVY schemes. The event, organized by the Department of Agriculture, Government of Odisha, provided a platform to showcase and explore innovative farming techniques and machinery revolutionizing agriculture at the district and state levels.

Notable dignitaries, including Mr. Chanchal Rana (District Magistrate, Bolangir), Shri. Mahendra Mohapatra (Additional District Magistrate, Balangir), and Mr. Debaki Sahu (Zila Parishad Member) visited the stall during the Mela. They expressed their appreciation for and the commendable work undertaken, assuring continued support as needed to sustain the initiatives.

With a focus on empowering farmers, exposure visit for over 500 farmers from OIPCRA and the Aspirational District program was organized to the Farm Mechanization Mela. This offered insights into advanced farming techniques and machinery, contributing substantially to knowledge exchange within the agricultural community.



## HDFC Parivartan Bank Partner's Meet in North East Guwahati

SUVIDHA actively participated in the HDFC Parivartan Partners Meet held in Guwahati, Assam. Partners from North East and Central regions gathered to exhibit their impact within the partner community and to undergo training in Monitoring and Reporting Software.

This included sessions on Monitoring and Activity-wise Reporting Software and Reporting on HDFC Goals Software.

The meeting served as an invaluable platform for sharing insights, and best practices, and fostering collaboration.

The emphasis on extensive knowledge sharing aimed at enhancing capabilities in community development highlighted the significance of regional brilliance and strengthened ties within the HDFC Parivartan Bank network.

# Organic Bounty: A Flourishing Kharif Harvest Across Project Locations



At the core of SUVIDHA's mission lies sustainable agriculture, with the overarching goal of enhancing farmers' income. The organization has adopted a comprehensive approach, focusing on capacity-building programs for farmers across all project locations emphasizing crop diversification, modern and sustainable technologies, and enhanced irrigation facilities.

This Kharif season, farmers harvested good crop and successfully completed the Annual Audits of Organic Certification without any major non-compliances. Across various states, registered farmers have sizeable quantities of organically certified Paddy, Lentils, Vegetables, Spices, Black Pepper, Cashew Nuts, Turmeric and Millets. Market opportunities for farmers under the brand name 'Gaon Originals,' ensuring optimal profits for rural agriculturalists have also been facilitated.

46 MADHUBANI ART PROMOTED BY HDFC BANK PARIVARTAN



## Participation in Kalaa Spandan Art Fair, Mumbai

SUVIDHA took centre stage at the Kalaa Spandan Art Fair held from December 2nd to 5th at Nehru Centre, Worli, in Mumbai, seizing the opportunity to elevate the artistic prowess of rural communities. The event, known for providing an economical platform witnessed the unique Mithila artworks created by rural artists.

These artists, nurtured with input support, facilitation, and expert guidance, showcased their elegant and contemporary creations. The exposure to both national and international platforms significantly enhanced their skills, marking a transformative journey for these talented individuals.

The event, more than a vibrant art showcase, became a hub for connecting with traders, sparking increased sales. SUVIDHA's dedication to merge traditional art with modern markets not only empowered rural artists but also uplifted communities economically, showcasing a positive impact in both artistry and commerce.

At SUVIDHA, we believe that recognizing and appreciating the hard work of our dedicated team members is essential to fostering a culture of excellence and motivation. Through our **Employee Recognition Program**, we celebrate outstanding individuals from different programs and skill sets who consistently go above and beyond.



**Ms. Mousumi Deka**  
Field Officer, Assam



**Mr. Prakash Joshi**  
Accountant, Head Office, Haldwani



**Ms. Indu Kumari**  
Remedial Teacher, Himanchal Pradesh