



May 2025 Edition

# अभ्युदय #17

SUVIDHA's Monthly Newsletter



## HIGHLIGHTS

**Transforming Lives and Landscapes Through Agroforestry**

**HUF Leadership Visits Project PRAWAH to Deepen Community Impact**

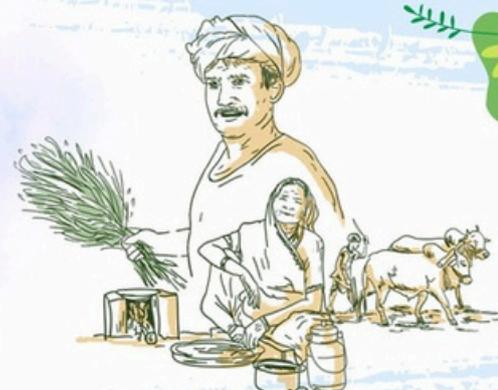
**Shaping Young Minds Through Everyday Learning**

**Tanu Sharma's Journey to Independence - a Story of Skill, Strength, and Self-Reliance**

## NEW PROJECTS

**GramSewa (Basti, Uttar Pradesh) - SBI Foundation**  
**Sashakti- (Maheshwar MP) - SBI Foundation**

Towards  
a future rooted in  
**SUSTAINABILITY**





## Transforming Lives and Landscapes Through Agroforestry

*A nature-based solution bringing life back to land and livelihoods*

**Agroforestry is not just a farming method, it's a Nature-Based Solution** that is reshaping the future of sustainable agriculture. By blending trees with crops (and in some cases, livestock), this age-old practice brings multiple, long-lasting benefits for farmers, communities, and the environment.

At SUVIDHA, we believe agroforestry is a path toward resilience, especially in ecologically fragile and economically vulnerable regions.

### The Benefits of Agroforestry

#### How Agroforestry Transforms Land

- Trees improve soil health by adding organic matter and preventing erosion,
- Their roots hold the soil together and help store moisture, especially in dry areas.
- Tree shade protects crops from extreme heat and improves microclimate.

#### How It Supports Farmers' Lives

- Farmers earn extra income from fruits, nuts, timber, or fuelwood.
- Agroforestry reduces risk if one crop fails, trees still offer produce or income.
- It creates job opportunities in nursery raising, tree care, harvesting, and value addition.

#### How It Helps the Environment

- Trees absorb carbon dioxide from the air, helping fight climate change.
- Agroforestry encourages biodiversity by creating a more natural habitat for
- It reduces the need for chemical inputs, supporting healthier food systems.

## Daan Singh's Agroforestry Transformation

Under the **Project Footprint: Climate Action and Emission Reduction Programme**, supported by **HDFC Bank Parivartan** and implemented by the **Society for the Upliftment of Villagers and Development of Himalayan Areas (SUVIDHA)**, **Daan Singh**, a 45-year-old farmer from **Chhoi village**, Ramnagar block in **Nainital** district, began a transformative journey toward climate-resilient farming and economic self-reliance.

Before the project intervention, Daan Singh and many like him depended solely on traditional agriculture, an increasingly uncertain livelihood due to poor returns, degrading soil, unpredictable weather patterns, and rising input costs. Farming alone was no longer a viable option, leading to financial stress and lack of opportunity.

That changed when Daan Singh became part of SUVIDHA's agroforestry initiative. With technical guidance, quality planting material, and sustained field support, he brought 7 bighas of his land under agroforestry, planting a mix of fruit-bearing trees such as **mango, guava, lemon and jackfruit**.



The journey wasn't easy. Daan Singh faced challenges from stray cattle, water scarcity, and limited resources. But his dedication stood out. Taking matters into his own hands, he invested in **solar fencing** to protect his plantation beyond the project support. This proactive step reduced the risk of damage significantly and contributed to a plantation success rate of 92% a remarkable achievement in the region's challenging conditions.

Now, with the trees well-established and the **first fruiting expected in the upcoming season**, Daan Singh's orchard is on the brink of becoming a sustainable source of income. His farm is evolving from a traditional monocrop system into a diversified agroforestry model that offers better returns, improved soil health, and ecological balance.

Daan Singh's success has become a beacon for others. **Several nearby farmers are now inspired to adopt agroforestry**, seeing its long-term benefits and viability. What was once marginal farmland is now a model of regenerative agriculture and community-driven climate action.

This success story exemplifies how the collaboration between HDFC Bank Parivartan, SUVIDHA's on-ground implementation strategies, and the farmer's own initiative is driving real and measurable change. Daan Singh's journey reflects the true essence of Project Footprint where climate action and community development go hand in hand, cultivating not just trees, but hope and resilience for generations to come.

## PROJECT UPDATES

### HUF Leadership Visits Project PRAWAH to Deepen Community Impact

**Budaun (Uttar Pradesh)**

Under **Project PRAWAH** in Budaun, Uttar Pradesh, SUVIDHA hosted Dr. Shraman Jha, CEO of **Hindustan Unilever Limited (HUL)**, and Mr. Kumud Joshi, Program Lead, for a comprehensive field visit and engagement session. Upon arrival, the delegation was welcomed by Mr. Shaukat Ali, Gram Pradhan of Ratanpur village (Bisauli block), alongside lead farmers.

The day unfolded through meaningful interactions. Dr. Jha not only engaged directly with farmers, Water and Environment Group (WEG) members, and Community Resource Persons (CRPs), but also connected closely with SUVIDHA's field team. Through these exchanges, he offered strategic advice, responded to local concerns, and helped build capacities at both the community and implementation levels. His approach fostered a shared understanding of challenges and reinforced commitment to collaborative problem-solving.

A highlight of the day was the "Water Anthem" performance by students of the Government School, Ratanpur, composed by Islamnagar Chhatiyee, block coordinator Sudhanshu youth reflecting the project's focus on conservation and water engagement. The visit also included an on-site review of key interventions—village pond restoration, a solar-powered pump system, and the Maize Crop Demonstration Farm, demonstrating the project's integrated model of management and climate-resilient agriculture.

The visit went beyond formal review. It sparked meaningful dialogue, strengthened on-ground collaboration, and left both the community and implementing teams with greater clarity and confidence to take the next steps in deepening sustainable impact.



# PROJECT UPDATES



## Strengthening Rural Livelihoods with Strategic Seed Distribution

**Maheshwar (Madhya Pradesh)**

As part of the **Holistic Rural Development Programme (HRDP) 2.0** initiative in Maheshwar, Madhya Pradesh, seed input support was distributed to 300 small and marginal farmers across 15 villages, including Samraj, Thangaon, Dhapla, and Malakshakhed. With this, 200 farmers received high-quality soybean seeds and 100 farmers received maize seeds. Each beneficiary also received 50kg of fertiliser and 1 litre of polythene-based pesticide, with all inputs tailored to seasonal crop requirements and vetted in consultation with local agricultural officers and field coordinators.

This activity aims to boost crop productivity, reduce input costs, and promote sustainable farming practices. By aligning support with farmers' needs and integrating expert guidance, HRDP continues to strengthen rural livelihoods through targeted agricultural and natural resource management interventions.

## From Seeds to Solar: Multi-Faceted Progress Under FRDP 2.0

**Basthanawa, Sohani, and Matehi Kalan (UP)**

vermi beds for organic  
feedback on the distributed wheat



A review meeting was held in the villages Basthanawa, Sohani, and Matehi Kalan in Uttar Pradesh. The agenda encompassed progress on solar street lights; installation and use maintenance of nutrition gardens, and the strict use of organic fertilizers. Farmers provided feedback on the distributed wheat seeds (HD2967), reporting production per acre, and evaluated the quality, duration, and yield of paddy varieties 6444 and Pusa Basmati, confirming their intent to cultivate these paddy seeds this season.

To ensure timely implementation, seed distribution is scheduled between July 23 and July 31, 2025, with nursery preparation for paddy plantation slated for the first week of June. This review underscores SUVIDHA's commitment to participatory monitoring and the adoption of sustainable agricultural practices under **Focused Rural Development Project (FRDP) 2.0**.

## PROJECT UPDATES



### Farmers Embrace High-Yield Seeds and Organic Practices

**Bahaich (Uttar Pradesh)**

As part of the FRDP 2.0 initiative, supported by **HDFC Bank Parivartan**, in Bahaich, Uttar Pradesh, seed support for organic farming has been successfully rolled out to 70 farmers in Kunduwa village, Mihinpurwa block. During a recent FIG review cum planning meeting, two high-yielding hybrid paddy seed varieties—6444 Gold and Pusa Basmati-1 were finalized for distribution. Farmers expressed strong satisfaction with this selection, citing impressive yield potential: 6444 Gold offers 30–35 quintals per acre, while Pusa Basmati-1 yields 10–15 quintals per acre.

Beyond boosting overall production and income, farmers have committed to using vermicompost in place of chemical fertilisers, promoting both cost savings and enhanced soil and crop quality. This marks a significant step toward sustainable agricultural practices under FRDP 2.0.

### SINCHAN Field Visit Highlights Collaborative Progress in Odisha

**Khorda (Odisha)**

On May 21, a field visit and handover ceremony took place at Chhatabar village, Khorda District, Odisha, with representatives from **Pernod Ricard India Pvt. Ltd.** Ms. Sruthi Nair (Plant Head), Ms. Sweta (HR), and Mr. Sameer (Production Manager) reviewing the impactful work across five villages under the **SINCHAN** program.

Joining them were SUVIDHA team members Mr. Yogesh Chandra Upreti, Mr. Debaraj Mohanty, Ms. Smita Parida, and Mr. Somesh alongside local leaders including Sarpanch Mr. Bishnu Prasad, the Secretary of Chhatabar GP, and ward members from all five villages.

This collaborative gathering underscored the shared commitment of corporate partners, civil society, and community representatives to sustain and scale the SINCHAN initiative's successes.



## PROJECT UPDATES

### Shaping Young Minds Through Everyday Learning

Meerut (Uttar Pradesh)

Under the **PROSPER** initiative, a creative step has been taken to weave life skills into everyday education. Classes 6 to 8 students from Upper Primary School, Latifpur, Meerut received four specially designed notebooks, each featuring vibrant illustrations and age-appropriate guidance on essential life habits.

This intervention under PROSPER reflects a thoughtful integration of life skills education, fostering informed choices and well-rounded development among rural schoolchildren.

By combining creativity with pedagogy, the initiative ensures that children not only read about good practices but also relate to them through engaging visuals and context-based content. These notebooks serve as daily reminders of values that shape responsible behavior—both within and beyond classroom.

Moreover, this approach empowers teachers to reinforce life lessons during instruction, making hygiene, safety, and wellness a natural part of their learning journey.

### EACH NOTEBOOK FOCUSES ON A SPECIFIC THEME, INCLUDING:



## WASH

(Water, Sanitation & Hygiene)

Fostering personal hygiene and cleanliness

## Road Safety

Building awareness of traffic rules for everyday protection



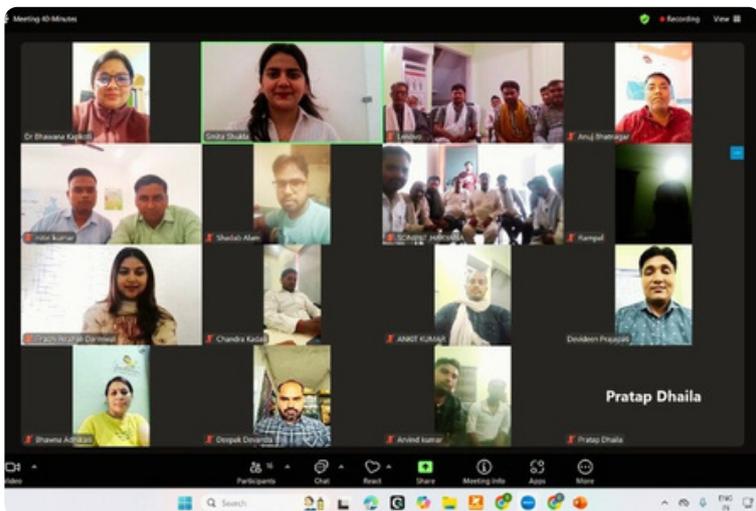
## Yoga & Surya Namaskar

Encouraging discipline, mental focus, and physical wellness



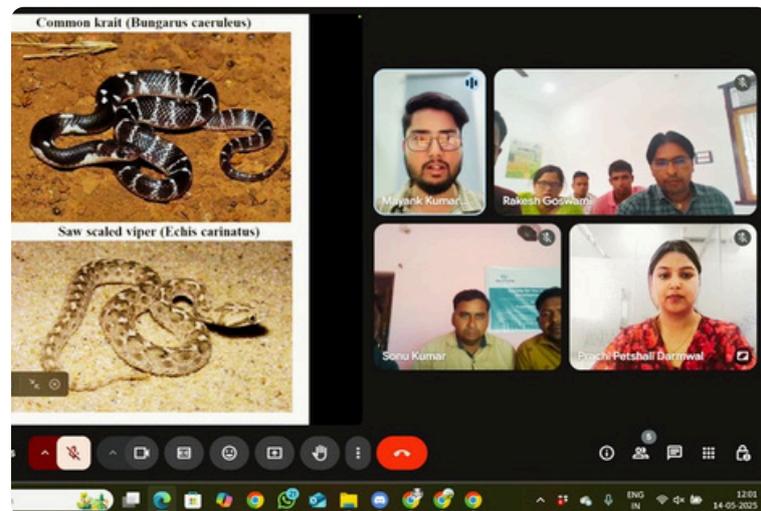
### Plant Health Day Webinar Connects Experts and Farmers for Resilient Agriculture

On the International Day of Plant Health 2025, SUVIDHA convened over 90 farmers from across different regions for a dynamic webinar led by Subject Matter Expert Dr. Bhawana Kapkoti, Dr. Pratap Dhaila, and moderated by Smita Shukla. Covering crop diseases, agroforestry, and practical solutions, the session delivered actionable insights. Notably, participants learned early disease detection methods, strategies for integrating agroforestry, and techniques to optimise soil health, enhancing both crop yield and resilience.



### Safety First: PROSPER Team Gears Up with Snakebite Response Training

Under the PROSPER project by Mankind Pharma, 15 field team members participated in a vital awareness session on snakebite prevention and first aid, conducted in collaboration with SUVIDHA. It focused on identifying snake species, understanding prevention strategies, and responding appropriately in case of a bite, including clear dos and don'ts and key first aid measures. Equipped with this knowledge, the field team is now actively sensitizing beneficiaries on ground to reduce risks and promote safety across the intervention areas.



### UWH Delegation Engages with SUVIDHA on Community Development Priorities



SUVIDHA welcomed Ms. Sameera and Ms. Madhuvanti from United Way of Hyderabad (UWH) to the Head Office and conducted a field visit to observe project implementations. During the visit, a briefing on SUVIDHA's monitoring systems was provided. The discussions focused on exploring synergies to drive impactful community development, with a special emphasis on climate change, education, livelihood, and health. This visit marks the beginning of a promising partnership aimed at fostering sustainable and inclusive growth through collective action.

## Tanu Sharma's Journey to Independence

A Story of Skill, Strength, and Self-Reliance



Growing up in Mansurpur village in Bijnor district of Uttar Pradesh, 21-year-old Tanu Sharma watched her family navigate financial uncertainty. Her father earned just ₹6,000 to ₹7,000 monthly and her mother managed the household, leaving Tanu's dream of a B.Sc. education at risk. Determined not to let economic constraints derail her ambitions, **Tanu sought a way to contribute to her family's income.**



### A Life-Changing Intervention

When SUVIDHA's PROSPER project offered tailoring training funded by Mankind, Tanu seized the opportunity. She traveled nine kilometres daily for three months, mastering stitching and intricate embroidery. With two sewing machines provided by the program, she began stitching garments for villagers earning ₹300 on her very first assignment.

### From First Stitches to Sustained Success

As word of her skill spread, Tanu's clientele expanded to neighbouring villages, and her monthly income climbed to ₹16,000-₹17,000, more than doubling her family's earnings and surpassing her father's income by ₹1,000. Not only did she secure her education, but she also earned the respect of her community. Today, the PROSPER project has trained 15 more women in tailoring and distributed 30 sewing machines, enabling a new cohort of female entrepreneurs to build sustainable livelihoods.