



June 2025 Edition

अभ्युदय #18

SUVIDHA's Monthly Newsletter



HIGHLIGHTS

- **Greener Fields, Fuller Wells: Budaun's Farmers Embrace Water-Smart Paddy!**
- **Yoga for Balance: GSSS Kiri Champions Student Well-being in Himachal**
- **Project H2OPE Expands: MoU Signed for Phase 3 in Gadchiroli**
- **Icon Of Excellence: From Pedals to Progress**
- **Annual Meet 2025: Reflecting, Learning, Renewing**
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Greener Fields, Fuller Wells:

Budaun's Farmers Embrace Water-Smart Paddy!

With wells drying up in Budaun, farmers are embracing water-wise practices



Did you know that 91% of irrigation in the Budaun district relies on groundwater? This is leading to alarming depletion of groundwater. Our communities are facing a critical challenge, with bore wells increasing rapidly and 50% of blocks already in a "critical" stage of groundwater utilisation.

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

But there's hope on the horizon! Through the "Augmenting Water Efficiency for a Resilient Farming" project in selected blocks of Budaun, SUVIDHA is empowering farmers to adopt innovative, water-saving techniques like Direct Seeded Rice (DSR) and Alternate Wetting and Drying (AWD), both key components of climate-smart paddy cultivation!



Direct Seeded Rice: A water-saving technique where rice seeds are sown directly into fields instead of transplanting, reducing labour and water use.



Alternate Wetting and Drying: An irrigation method that lets rice fields partially dry before re-flooding, cutting water consumption while maintaining yield.

THESE METHODS ARE DESIGNED TO:

Significantly reduce water usage compared to traditional flood irrigation – we're talking about a potential 45%-50% reduction!

Enhance the resilience of rice farming systems against unpredictable rainfall patterns and monsoon shifts caused by climate change.

Boost overall agricultural water productivity and long-term profitability for our hardworking and dedicated farmers!

Handlooms:

Empowering Women, Empowering the Nation



This year's 11th National Handloom Day (7th August 2025) carried the theme "Handlooms: Empowering Women, Empowering the Nation." It is a reminder are the threads of identity, resilience, and livelihood. India is home to more than 120 distinct weaving traditions, sustaining diverse cultural legacies while creating sustainable livelihoods for rural families.

According to the 4th All India Handloom Census (2019–20), India has 26,73,891 handloom weavers and 8,48,621 allied workers, totaling 35.2 lakh individuals. The sector employs 35.22 lakh workers, 72% of them women, making it the second-largest rural employer after agriculture. In FY24, India exported handloom products worth ₹1,146 crore (US\$138.45 million). Government data shows that 71% of handloom weavers and 64% of artisans are women, confirming women as the majority beneficiaries of handloom interventions.

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KNOWLEDGE NUGGET

Our dedicated "Jal Sakhis" and "Jal Mitras" are on the ground, setting up demonstration farms and training farmers on these effective techniques. We're also forming Water and Environment Groups (WEGs) to foster community-led initiatives and ensure long-term water security.



This project is a collaborative effort, leveraging government schemes like Pradhan Mantri Krishi Sinchayee Yojana and MGNREGA to create water conservation structures and promote efficient irrigation systems, like drip and sprinkler irrigation systems.

By working together, we're not just saving water; we're building a more sustainable and resilient future for farming in Budaun and the Lower Ganga-Ramganga Interbasin. Join us in spreading the word about water-efficient agriculture!

Sowing Resilience: HRDP Boosts Sustainable Farming Across 15 Villages

Across 15 villages in Madhya Pradesh, 300 farmers are stepping into a stronger season of farming.

Through the HRDP initiative, supported by HDFC Bank Parivartan and implemented by SUVIDHA, they have received quality maize and soybean seeds, along with essential fertilisers and pesticides. These inputs are designed to improve soil health, boost crop yields, and support the shift toward more sustainable agricultural practices.



PROGRAM UPDATE

Strengthening Paddy Yields through Seed and Training Support

Under the HRDP initiative, supported by HDFC Bank Parivartan and implemented by SUVIDHA, 150 farmers in Tipomia and Solaguri villages, located in Sonitpur district, Assam, received high-yield Ranjit paddy seeds.

The intervention covered systematic farmer registration, hands-on training on sowing techniques and pest control, and the promotion of resilient crop varieties, all focused on enhancing productivity and strengthening rural livelihoods.

By combining the right inputs with practical support, the initiative is helping farming families grow more and build a secure future, one harvest at a time.



ORGANISATION UPDATE

Yoga for Balance: GSSS Kiri Champions Student Well-being in Himachal



As part of International Yoga Day 2025, over 410 students, teachers, and physical trainers gathered at Government Senior Secondary School, Kiri, Chamba district, Himachal Pradesh, for a guided yoga session led by Yoga Instructor Shri Lekhraj. Participants practised breathing techniques, mindful postures, and stretches aimed at improving physical vitality and mental clarity.

With involvement from the school's physical trainers, the event highlighted yoga's role in promoting balance, discipline, and well-being. Organised by SUVIDHA, the celebration reinforced the importance of integrating wellness and mindfulness into life.

PROGRAM UPDATE

Empowering Rural Women through Awareness & Action

Under Project Sashakti, supported by SBI Foundation and implemented by SUVIDHA, two awareness workshops were organised in Mahetwada village, Khargone district, Madhya Pradesh, bringing together 104 women from the community.

The session focused on critical themes such as gender equality, health and nutrition, legal rights, and financial literacy. Through open discussions and practical guidance, participants explored ways to challenge everyday stereotypes, learned about legal protections and entitlements available to them, and understood the importance of health, hygiene, and balanced nutrition.

The workshops also emphasised the basics of financial literacy and inclusion, encouraging women to take confident, informed decisions for themselves and their families.



PROGRAM UPDATE

Advancing Climate-Smart Agriculture through Drip Irrigation in Maheshwar



Under HRDP 2.0, SUVIDHA has taken another step toward sustainable agriculture by installing drip irrigation systems for 30 farmers across 9 villages in Maheshwar, Madhya Pradesh.

Drip irrigation provides small, steady amounts of water directly to plant roots, significantly reducing water wastage, improving crop health, and lowering farmers' workload. In water-scarce regions, this technology becomes even more transformative, helping communities adapt to climate change while enhancing productivity.

The enthusiasm of local farmers reflects the potential of such interventions to make farming more efficient, climate-resilient, and sustainable, demonstrating how targeted support can empower rural communities to embrace smarter agricultural practices.

ORGANISATION UPDATE

Project H2OPE Expands: MoU Signed for Phase 3 in Gadchiroli

An MoU to launch Phase 3 of Project H2OPE in Gadchiroli, Maharashtra, was signed between Shri Devendra Fadnavis, Hon'ble CM of Maharashtra, Shri Saurabh Sharma, Head CSR, Hyundai Motor India Foundation (HMIF), and Mr. Deepak Pandey, CEO, SUVIDHA. This collaborative initiative continues the shared commitment of HMIF and SUVIDHA to strengthen rural water security.

Under Phases 1 & 2, safe drinking water systems have already been installed in 250 government schools, positively impacting over 35,000 children.

With Phase 3, the project aims to deepen its reach, ensuring clean drinking water access and empowering rural communities.



PROGRAM UPDATE

Saving Water, Boosting Yields with Climate-Resilient Rice Farming

Under Project PRAWAH, supported by Hindustan Unilever Foundation (HUF) and implemented by SUVIDHA, farmers across five blocks of Budaun district- Asafpur, Ambiapur, Bisauli, Islamnagar, and Sahaswan, Uttar Pradesh, are shifting to sustainable rice farming through the adoption of Direct Seeded Rice (DSR) technology.

By promoting modern, water-efficient techniques, the initiative supports farmers in improving productivity, lowering costs, and enhancing climate resilience in agriculture.



PROGRAM UPDATE

Promoting Organic Paddy Cultivation in Bahraich



Under the FRDP 2.0 initiative, supported by HDFC Bank Parivartan and implemented by SUVIDHA, 1,161 farmers across 16 villages in Mihinpurwa, Bahraich, Uttar Pradesh, are being supported to transition to organic paddy cultivation.

This region, known for its rich alluvial soil, ample land, and 1,244mm Kharif rainfall, offers ideal conditions for organic, chemical-free farming.

The initiative aims to reduce chemical dependency, enhance productivity, and build climate resilience, laying the foundation for healthier soils, better yields, and stronger rural livelihoods. By empowering farmers with sustainable practices, we are investing in the long-term prosperity of communities.

Pusa-1 Basmati:
2 kg per 0.081
acre

6444 variety:
5kg per acre and
2.5 kg per 0.5
acre

Bringing Healthcare Closer: Health Camp Benefits Over 120 Villagers

As part of the SBI Gram Seva Project, SUVIDHA organised a no-cost health check-up camp at the Gram Seva Kendra, Kiri, Chamba district, Himachal Pradesh, to strengthen access to essential healthcare services in the community. Over 120 villagers benefited from general medical consultations, blood pressure and diabetes screening, and were provided free essential medicines based on their diagnoses.



Notably, the camp revealed critical insights into the community's health: around 30% of participants were found to have high blood pressure, and approximately 27% showed elevated blood sugar levels. These findings highlight the urgent need for ongoing preventive care and health education in rural areas. By bringing healthcare directly to villages, such initiatives not only address immediate medical needs but also foster a culture of early detection and healthier living.

WORLD ENVIRONMENT DAY 2025

A Day of Diverse Interventions for Shared Impact

On World Environment Day 2025, communities, field teams, and partners came together to turn intent into action. Each initiative, rooted in local participation, reaffirmed our collective commitment to environmental stewardship and sustainability.



SUVIDHA pledged to eliminate plastic bottles from its Head Office and all project offices across India as a step towards reducing plastic use.



Indigo's Gurgaon office came alive with green energy as the team planted 100 saplings, supported by SUVIDHA's on-ground efforts.



WORLD ENVIRONMENT DAY 2025



In Belhadi, Mundera, Kaithi, and Simanaudi, 40 farmers joined an agroforestry awareness session and plantation drive under Project VIKAS, supported by Hindustan Unilever Limited (HUL).



In Maheshwar, Khargone, over 80 residents joined a community clean-up drive under HRDP, supported by HDFC Bank Parivartan, and pledged to stop using single-use plastics.

WORLD ENVIRONMENT DAY 2025

Under Project PRAWAH in Budaun, Uttar Pradesh backed by HUF and implemented by SUVIDHA:

- 5 ponds cleaned.
- 370 trees planted across Islamnagar, Ambiapur, Asafpur, and other blocks.
- 780+ participants engaged via rallies, plantations, and awareness sessions.



In partnership with Pernod Ricard India Foundation (PRIF) and implemented by SUVIDHA, under Krishak Kranti project:

- 40 native trees planted.
- 47 kids attended eco-art with recycled material.
- Expert talks on climate-smart practices, waste management demos, and green pledges held with villagers, farmers, SHGs, and children.



WORLD ENVIRONMENT DAY 2025

At Charaipani 4 No. School, Titabor Block, Assam, under HRDP, supported by HDFC Bank Parivartan and implemented by SUVIDHA:

- Awareness session on environmental conservation and climate change attended by students, teachers, and community members.
- Fruit sapling plantation drive held on campus with participation from 80 students.



At GPS Kiri, Chamba, under SBI Foundation's Gram Seva Program and implemented by SUVIDHA:

- 110 participants — including students, teachers, youth, community members, and the SUVIDHA team — planted 150 native saplings.
- Slogan rallies and nature-themed speeches saw active participation from 78 students.



In Sonipat, Haryana, under Project VIKAS supported by HUL and implemented by SUVIDHA:

- 5 trees planted as part of the event.
- 15 local farmers participated in an interactive session on reducing carbon emissions and eco-friendly farming.

ANNUAL MEET 2025: REFLECTING, LEARNING, RENEWING

A QUICK RECAP

Held on 8th and 9th June 2025, the SUVIDHA Annual Meet brought together board members, project leaders, and team members for two days dedicated to collective reflection and shared learning. The event opened with a ceremonial lamp lighting by board members, symbolising a renewed commitment to community-centred development. A strategic overview set the direction for the coming year, highlighting priorities to deepen grassroots impact and enhance program delivery.



ANNUAL MEET 2025: REFLECTING, LEARNING, RENEWING

Day 1 - Strategy, Dialogue & Team Spirit

Key moments of the day included a knowledge-sharing session on sector trends, reflections on emerging directions in the development space, and valuable contributions from team members across discussions. An open forum encouraged honest dialogue and collaborative thinking, while post-lunch games added energy and strengthened team bonds. The day concluded with an inspiring closing address by Mr. Deepak Pandey, CEO, SUVIDHA, reaffirming a shared vision for impactful and inclusive development.



ANNUAL MEET 2025: REFLECTING, LEARNING, RENEWING

Day2 - Skills, Recognition & Collective Vision

The second day opened with reflections on insights from Day1, followed by skill-focused sessions on program analysis, field reporting, and compliance. Project managers and coordinators shared updates, fostering collaborative discussion and practical exchange. Recognition awards were presented in categories such as Best Project, Most Efficient, Most Punctual, and Best Reporting. The meeting closed with shared reflections and a reaffirmed resolve to keep communities at the centre of SUVIDHA's mission. Together, these two days strengthened clarity of purpose and collective commitment to build a more inclusive and resilient future.

The Annual Meet blended learning, open dialogue, and celebration, underscoring that impact comes from teamwork, clarity of purpose, and shared dedication. It served as a reminder that collective reflection and collaboration are key to driving sustained progress across all our initiatives.



FROM PEDALS TO PROGRESS

In Chaundheri village, Bijnor, Uttar Pradesh, Pukhraj Singh's daily routine once meant pedalling a bicycle for miles, carrying just 70–75 kg of vegetables, and earning around Rs 275 a day by selling them in nearby villages. The fatigue and limited reach kept his income and opportunities modest.



Now reaches 5–6 villages daily (earlier just 1–2)

Transports 150–200 kg of veggies, up from 70–75 kg

His profit is now up to Rs 950, compared to Rs 275 earlier

Saves 2–3 hours every day, freeing more time for family

Achieves greater financial stability and regular savings

Pukhraj is one of 20 individuals supported under the project, each equipped with tools tailored to their livelihood, proving that the right support can turn hard work into thriving opportunity.

Through the Prosper Project, supported by Mankind Pharma and implemented by SUVIDHA, Pukhraj received a motor rickshaw, transforming his work and life:

VOICES FROM THE GROUND

The germination has been excellent!

“As part of the HRDP project, I received soybean and maize seeds along with organic fertiliser and insecticide. I sowed them immediately, and the germination has been excellent. The fields look healthier than ever. This timely support from SUVIDHA and HDFC has reduced my input costs and strengthened my resolve to keep practising sustainable farming. For small farmers like me, such help truly makes a difference.”

— **Anil Yadav, Farmer, Samraj Village, Maheshwar Block, Khargone, MP**



Step by step, participation grew, and the sessions became truly meaningful

“During the June awareness workshops under Project Sashakti, getting people to join was tough at first. Many were unsure about the purpose or were too busy with daily work. Harsh weather added to the challenge. But through regular visits, personal conversations, and scheduling sessions at times that suited them, we slowly built trust. Involving local resource persons made the workshops more relatable. Step by step, participation grew, and the sessions became truly meaningful.”

— **Mahendra Singh Rawat, Project Manager, Project Sashakti**



Building Trust Through Local Partnerships

In the newly adopted villages, we encountered challenges in establishing one-to-one interactions due to a lack of trust from the beneficiaries. To overcome this, we collaborated with the Panchayat and local government departments, whose involvement played a crucial role in building community confidence and streamlining our work.

— **Ritu Rani, Subject Matter Specialist, Krishak Kranti, Dera Bassi, Punjab**

