

SUSTAINABLE STORIES

NEWSLETTER



THE DIVERSE RANGE OF COMMUNITY DEVELOPMENT PROJECTS UNDERTAKEN BY OUR ORGANIZATION ACROSS VARIOUS REGIONS HAS COLLECTIVELY LED TO A SUBSTANTIAL POSITIVE IMPACT. THESE INITIATIVES, ENCOMPASSING AGRICULTURE, AFFORESTATION, WOMEN EMPOWERMENT, EDUCATION, AND HEALTH, HAVE CONTRIBUTED TO THE HOLISTIC DEVELOPMENT OF COMMUNITIES WE SERVE. READ THE NEWSLETTER HIGHLIGHTS OF OCTOBER FOR MORE DETAILS OF THE MEANINGFUL WORK.

KEY HIGHLIGHTS OF THE OVERALL IMPACT THROUGH ACTIVITIES IN OCTOBER ARE MENTIONED BELOW.

AGRICULTURE ADVANCEMENTS

Farmers in Dhar, Madhya Pradesh, received comprehensive training on agroforestry practices, enhancing crop growth, yield, and quality. Talbehat, Uttar Pradesh, witnessed multifaceted agricultural development, including seed provision, multilayer maintenance, and discussions on best practices. Holistic rural development programs in Uttar Pradesh focused on kitchen garden development, innovative education practices, and community engagement, positively impacting 395 beneficiaries.

WOMEN EMPOWERMENT

The Safe Tourism Destination for Women (STDW) project, spanning Mandla and Balaghat districts, has actively promoted safe tourism, women entrepreneurship, and skill development, fostering a secure environment. Success stories like Sangeeta Dinesh exemplify how women, through knowledge-sharing and sustainable practices, can significantly improve livelihoods and agricultural outcomes.

COMMUNITY HEALTH & AWARENESS

Initiatives under ICDS in Kali Billod, Madhya Pradesh, addressed nutritional challenges, domestic violence, personal hygiene, and child marriage prevention, impacting 292 beneficiaries. The EY Foundation's efforts in menstrual hygiene management and health awareness training for women contribute to holistic community well-being.

ENVIRONMENTAL CONSERVATION

Afforestation activities in Mandla, Madhya Pradesh, and the W+W Alliance's engagement in water management, soak pits, leach pits, and the Jal Jeevan Mission underscore the commitment to environmental sustainability.

SKILL DEVELOPMENT

The EY Foundation's comprehensive training initiatives, including poultry farming, agriculture practices, goat rearing, and entrepreneurial skills, contribute to skill development and economic growth. Educational initiatives such as setting up libraries, smart classes, and activity corners in government schools, as well as PMKK's training programs in Balaghat and Dindori, empower students and promote holistic development.

COMMUNITY ENGAGEMENT

Participation in Gram Sabhas, awareness workshops, and the district-level experience-sharing workshop fostered community engagement, water conservation, and project monitoring. Observance of significant days, cleanliness campaigns, and engagement in Swachh Bharat Abhiyan, along with celebrations and training programs, contribute to the overall well-being of communities.

The cumulative impact showcases a holistic and integrated approach to community development, emphasizing sustainability, empowerment, and improved livelihoods. The figures and activities presented are reflective of the positive outcomes achieved through the concerted efforts of the organizations involved.



October Insight

DIWAASA

DIWAASA project is on-going its second phase in Dhar block of Madhya Pradesh.

The project covers 8 Gram Panchayats in 3 blocks; Nalchha, Umarban and Tirla in Dhar district of Madhya Pradesh.

Afforestation

Afforestation activities under this are on-going in Ghughari block of Mandla district in Madhya Pradesh.

Ernst and Young Foundation

In the ongoing project of DIWAASA, a series of targeted training and development initiatives have been implemented, reflecting a holistic approach to community growth and empowerment.

Regular monthly capacity-building meetings were conducted to enhance the capabilities of project participants, providing a platform for a comprehensive review of project inputs. The poultry capacity-building program focused on potential beneficiaries, covering essential aspects such as best practices, the CARD Model of Poultry, and practical demonstrations. Village Organization members underwent focused training, including discussions on bookkeeping, accounts, inventory management, fund management, and insights into successful Village Organization management practices.

The training also encompassed diverse agricultural practices, such as the CARD Model Nursery, establishment of a low-cost cocopit nursery, integrated pest management, and techniques for grading, packaging, and achieving better price realization for saunf. Participants were guided on vegetable farming and cotton practices, emphasizing low-input high-yield methods and good agricultural practices.

Specialized sessions were conducted on biofertilizers and biopesticides, covering the CARD Model Nursery, cost-cutting methods, and strategies for achieving low input costs with higher yields. Goat rearing and animal management were addressed, including the CARD Model of goat rearing, low-cost solutions, and measures to reduce mortality.

Entrepreneurial skills were cultivated among participants, fostering self-sufficiency and economic growth in agriculture, non-farm, and agri-allied sectors. Women from Self-Help Groups (SHGs) were trained on menstrual hygiene management (MHM) practices, including advanced concepts such as the use of menstrual cups, promoting empowerment and health awareness.

A special focus was placed on the entire production cycle of biofertilizers and biopesticides, including preparation, packaging, marketing, and selling, was covered, ensuring a comprehensive understanding of sustainable practices.

These collective efforts signify our commitment to comprehensive community development, promoting knowledge, skills, and sustainable practices for the overall betterment of project participants.



Harvesting Sustainability: A Journey of Agricultural Transformation

Success Story | DIWAASA

Sangeeta Dinesh, a resilient member of the self-help group under the Diwaasa project, has become a beacon of success in agriculture, thanks to the collaborative efforts of the Centre for Advanced Research and Development (CARD) and the EY Foundation. Engaging in agricultural, animal husbandry, and capacity-building activities, Sangeeta participated in an insightful training session organized by CARD in the village of Patlya.

Equipped with knowledge on sustainable agricultural practices, Sangeeta took the initiative to create ten-leaf extracts, guided by the training received. With support from CARD, 50 liters of Daspatti extract were produced, marking the beginning of a transformative journey in her farming practices.

In her fields, Sangeeta applied the Daspatti extract to two bighas of potato crops and one bigha of garlic crops, witnessing remarkable results. The quality of her crops improved significantly, and the application of the extract acted as a shield against sucking pests. Notably, this sustainable approach led to substantial cost savings, with Sangeeta reducing her pesticide expenses from 8000 rupees for three bighas of crops.

The tangible success manifested in a bountiful harvest, with Sangeeta yielding 84 quintals of potatoes and 13.4 quintals of garlic. Buoyed by this triumph, she is eager to extend the use of Daspatti extract to her entire eight bighas of land. Beyond personal success, Sangeeta is poised to share her knowledge and motivate her self-help group to embrace sustainable practices, thereby creating a ripple effect of positive change in the community.

Sangeeta's journey exemplifies the transformative power of knowledge-sharing and sustainable agricultural practices, showcasing how empowerment at the grassroots level can lead to increased livelihoods, reduced costs, and enhanced crop production.

As part of afforestation activities, the EY team focused on monitoring existing plantation sites and conducted visits to identify suitable land for future plantation efforts in the upcoming year. During this, specific areas in Pipariya Kalan and Devhara villages in Ghughari block in Mandla, Madhya Pradesh, were identified as viable locations for plantation initiatives.

The monitoring process involved assessing the growth and health of the existing plantations, ensuring their sustainability, and learning from past experiences to enhance future afforestation endeavors. The identification of new land in the mentioned villages marked a proactive step towards expanding afforestation efforts, contributing to environmental conservation and sustainable development in the region.

BIWAL, LALITPUR

The activities encompassed a variety of tasks aimed at agricultural development and community engagement. Beneficiary seeds were provided, and multilayer maintenance initiatives were carried out, including the maintenance of kitchen gardens and the capture of production data. Additionally, tasks such as PKK cleaning, well maintenance and painting were executed. Meetings with producer groups facilitated discussions on various aspects of agricultural activities. The creation and maintenance of multilayer structures were emphasized, along with activities like Jivamrit Nirman, seed swinging, and Nano Orchard irrigation. Management of Talab Prabandhan Samiti involved meetings, multilayer maintenance, and the creation of a seed demand list. Training sessions for trainers were conducted, and celebrations for CARD Foundation Day included cake cutting. Other activities included PKK maintenance, seed demand planning for Rabi crops, and the plantation of seedlings in two multilayer structures. The overall initiative aimed at holistic agricultural development and community empowerment.

THE ACTIVITY BENEFITTED 579 COMMUNITY PERSONS, COVERING 22 GRAM PANCHAYATS IN TALBEHAT BLOCK OF LALITPUR, UTTAR PRADESH.

AGROFORESTRY

Under the Agroforestry project, several training sessions organized covered various activities, including the preparation of the irrigation basin and the incorporation of vermicompost. Participants received hands-on guidance on the operations of the GPS machine and engaged in on-field demonstrations of data collection. The importance of vermicompost in enhancing crop growth, yield, and quality was emphasized, as it stimulated plant emergence through the availability of essential nutrients. Additionally, appropriate practices such as hoeing, weeding, and irrigation were demonstrated, along with the application of vermicompost and fungicides to optimize plant health. The session also addressed how to protect plants from termite attacks. The comprehensive training program encompassed the irrigation basin preparation, the application of vermicompost, and GPS mapping techniques. Farmers participated in a cum training program, which included meetings on plant protection strategies. The session extended to the Anola Plantation, providing insights into bund plantation strategies. The activities were organized in 7 Gram Panchayats in Umarban Block of Dhar district, benefiting 234 men and women.





Pradhan Mantri Kaushal Kendra

DINDORI

Organized Kaushal Deekshant Samaroh, distributing marksheets and certificates to qualified candidates in the logistics sector.

Cleaned the PMKK Training Center Campus and garden.

Conducted a plantation at the Training Campus in Dindori, planting herbaceous saplings.

Implemented cleaning activities under the Swachh Bharat Mission at Siddh Baba Campus and Saket Nagar Road.

Conducted an awareness workshop in the center campus, educating candidates to be alert and take measures to avoid digital and cyber crimes.

Educated candidates on a balanced diet and good health and facilitated yoga sessions.

Enrolled candidates attended daily classes, punching biometric thumbprints in the AEBAS Portal according to job role and batch timing.

BALAGHAT & MANDLA

Celebration of days of significance such as, National Unity Day, Awareness on Voting and Swachhta hi Seva Campaign organized at the district level.

The activities were organized benefitting 197 students.



W+W Alliance, Dewas

In the month of October, the team actively participated in various community engagements and discussions aimed at enhancing water management practices. They took part in the Gram Sabha, engaging in discussions with community members about monthly water tax payments, water conservation, and greywater management. These dialogues extended to detailed conversations on soak pits, leach pits, and broader water conservation strategies, fostering community understanding and participation. The team also addressed water quality concerns, emphasizing the importance of regular water tax payments and effective greywater management to minimize environmental impact.

Additionally, discussions centered on the successful implementation of the Jal Jeevan Mission (JJM) in the village. The team participated in monitoring the work associated with JJM, emphasizing the importance of water conservation initiatives. Moreover, they actively contributed to a district-level experience-sharing workshop with stakeholders, where a presentation highlighted the accomplishments and activities undertaken over the past year. The cooperation extended through their organization was duly appreciated by the concerned departments. Furthermore, the team conducted a study, collecting valuable information from the Panchayat and O&M agency in the village, aligning with survey forms.

13 VILLAGES IN 6 BLOCKS OF DEWAS DISTRICT IN MADHYA PRADESH, IMPACTING 127 COMMUNITY MEMBERS IN THESE ACTIVITIES.

IMPROVING NUTRITIONAL STATUS AND SERVICES IN ICDS

The community-focused initiatives carried out during the reporting period showcase a comprehensive approach to social welfare and awareness. A Parental Training Program equipped fathers and mothers with essential skills in childcare, health, nutrition, and protection stimulation. Concurrently, a Domestic Violence Awareness Session aimed to educate participants on the nuances of domestic violence and offered preventive measures. Specialized programs targeting personal hygiene and the prevention of child marriage were conducted for pregnant women, lactating women, and adolescent girls. Further, a Community-Level Awareness Campaign sought to enhance enrollment and awareness of ICDS Centre services through digital means, emphasizing engagement through festival sessions. Celebratory events, including baby showers and children's birthdays, were combined with health information sharing to promote overall well-being. The consolidated efforts also included Anganwadi and Home Visits, featuring counseling sessions for children, pregnant women, lactating mothers, and adolescent girls, reinforcing a holistic approach to community development.

292 BENEFICIARIES IN DEPALPUR BLOCK IN INDORE DISTRICT OF MADHYA PRADESH.



Education

Smart Classes were successfully established in existing government schools, employing innovative teaching methods to elevate the education level of children.

The Setting-Up Library at Schools project, another October accomplishment, focused on providing new information to children, contributing to their intellectual growth. Simultaneously, the Activity Corner in government schools encouraged a holistic approach to children's development, incorporating health, yoga, and sports activities into their academic routine.

Village Development Committees

VDC Capacity Building program made significant strides by empowering Village Development Committee members from 15 villages, creating awareness about their rights and roles for comprehensive village development.



HOLISTIC RURAL DEVELOPMENT PROGRAM (HRDP)

In October, our organization successfully implemented a range of community development activities, leaving a positive impact across various sectors. The Kitchen Garden Development project actively involved 192 beneficiaries from 15 villages, effectively connecting them with livelihood opportunities and fostering awareness about health. The Agri Tool Bank initiative, executed during this period, aimed to enhance farming techniques and boost production at a low cost through the provision of essential agricultural equipment. Moreover, the Solar Home Light Branding project distributed solar lights to 60 beneficiaries, providing illumination to the poor, widows, and those without electricity connections in villages.

These past-month initiatives collectively contribute to the overall well-being and progress of the communities we serve.

Impacting 395 beneficiaries in Talbehat block of Lalitpur district in Uttar Pradesh.

Other Activities



STDW

The "Safe Tourism Destination for Women (STDW)" project, led by Madhya Pradesh Tourism, focuses on ensuring the safety and empowerment of women in tourist destinations across Mandla and Balaghat districts. It covers key blocks like Mandla, Bichhiya, and Baihar, offering activities such as driving and self-defense training, cleanliness campaigns, and mobilization for cooking and tailor training. The project aims to create a safe environment, promote women entrepreneurs, enhance skills, and upgrade facilities. Boating training on the Narmada River is a specific initiative to boost the skills of women service providers. Additional activities include advanced bamboo art and self-defense training, contributing to a holistic approach to women's safety and empowerment.



LIC HFL HRIDAY

LIC HFL HRIDAY, Guna organized an Adolescent girls workshop was organized facilitating proper physical and mental development of adolescent girls while also promoting awareness among both the girls and their families. The workshop focused on creating a supportive environment that addresses the unique needs and challenges faced by adolescent girls during a crucial phase of their lives. It incorporates activities and discussions focused on physical health, mental well-being, and overall awareness to empower the girls with the knowledge and skills needed to navigate this transitional period successfully.



Deen Dayal Upadhyay Grameen Vikas Yojana (DDU-GKY)

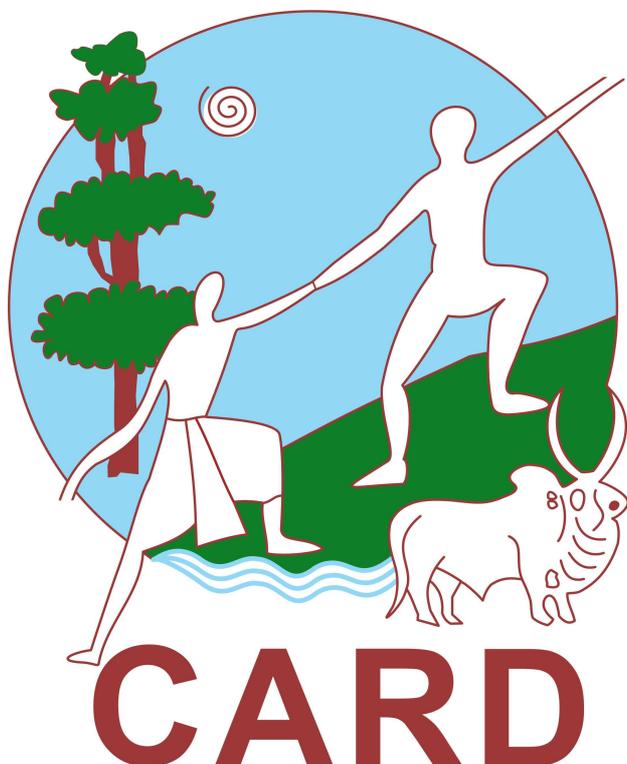
In observance of Gandhi Jayanti, Swachh Bharat Abhiyan was commemorated with a "Swachhata Abhiyan" organized at the CARD Campus Ghughari. In commemoration of CARD Foundation Day, an engaging presentation activity was organized, featuring two groups from each class that presented insights into The CARD Foundation and the DDU-GKY program. Self-defense training, integral to MPT, has been provided to all students of DDUGKY.



IFC, Ghughari, Mandla (Madhya Pradesh)

Under the IFC project in Ghughari block, Mandla district, Madhya Pradesh, recent activities included a production group meeting for the purchase of kodo and kutki (millets), site selection for the establishment of Business Resource Centers (BRC) at two locations, setting up a vegetable nursery at one location, and creating eight vermicompost pits as part of the project's initiatives.

These activities engaged 745 community persons who were benefitted through these activities mentioned above in the projects at several locations.



CARD is a leading non-government organization of Central India, with its activities of research, evaluation, documentation, and program execution running nationwide. We promote innovative action research and apply its findings for the protection and development of society and the environment. Our programs and activities are designed to be a catalyst that helps bring development to the backward regions and improve the standard of living of the underprivileged. Learn more about the positive impact we have been able to make and join us in bringing about positive change.

Vision	We strive for a prosperous dawn with the promise of empowered communities and self sustained habitats.
Mission	Development with Commitment and Professionalism
Core Values	Participation Empowerment Institution Building Transparency Team Spirit