

# NEWSLETTER EDITION OCTOBER 2020

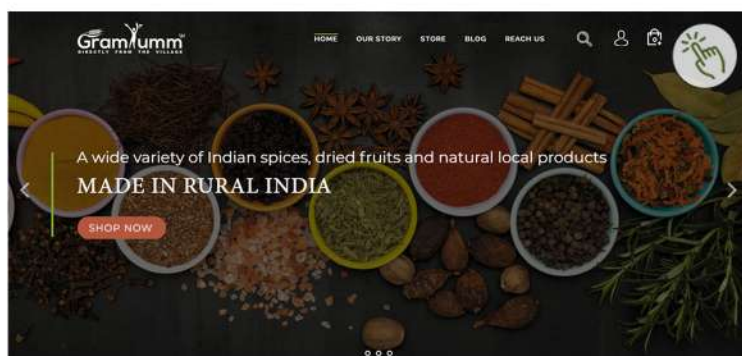
SankalpTaru Foundation

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- Launch of “GramYumm - Directly from the Village”
- Winding up of “Joy of Giving” campaign  
Update 2020 video for Project Green Leh  
Ladakh
- #SaveAravallis and clean Delhi/NCR’s air  
with Project Bhavnam
- #PlantGoodness initiative by Mamaearth  
and more...

## THIS MONTH

we launched “GramYumm - Directly from the Village”, an online platform to buy and sell rare delicacies and indigenous handicrafts made by the rural people from all over India. Economy and Communication are two of the most important pillars for the development of a society. GramYumm serves both; communication in a digital way and an online platform to grow the economy. We are happy to bring creativity and appreciators in one place to enjoy sustainable products, value for money, and vice-versa. We hope to see more people benefitting from the platform and look forward to giving joy to the appreciators.





## WINDING UP OF "JOY OF GIVING" CAMPAIGN

Everyone knows what brings joy to them. A bike ride to Leh, Ladakh is an adventure that is sought not only by Indians but people from all across the globe. But what joy do kids living in the paradise of Leh, Ladakh seek? Nothing more than basic things like books, toys, and light to brighten their future. SankalpTaru Foundation took a "Sankalp" in August 2020 to give joy to these kids. We proudly say that the joy is reaching to kids with support from people all across the nation and Leh will not only bring adventure to seekers but happiness to the natives too.




## PROJECT GREEN LEH LADAKH UPDATE 2020 VIDEO IS READY!

The weather and land both are not friendly for vegetation. But SankalpTaru has experience transcending adverse situations. We did the same in Leh, Ladakh with the help of local communities and farmers. We will be glad to share our experiences with you in the Project Green Leh Ladakh update video.



## #SAVEARAVALLIS AND CLEAN DELHI/NCR'S AIR WITH PROJECT BHAVNAM

With an average Air Quality Index of 550 (approx) this festive season, Delhi/NCR is screaming for help and one tree can't change the situation.

 Project Bhavnam is not just an initiative but a journey to overcome pollution in the entire region. Alongside reducing the pollution, Project Bhavnam aims to #SaveAravallis from rampant encroaching and illegal mining.



## #SAVEGOODNESS INITIATIVE BY MAMAEARTH WITH SANKALPTARU

What's better than herbal products? It's returning something to Mother Earth for her abundant gifts. Since birth, we all consume an unimaginable amount of resources, knowingly or unknowingly, from Mother Earth.

Mamaearth "Goodness Inside" is an initiative to plant a tree whenever someone buys any of their products. Not only you are using the goodness of natural products but also a tree will be gifted to Earth by Mamaearth on your behalf. The event was unfolded by none other than Captain Ritu Rathee and Captain Gaurav Taneja, aka Flying Beast.





## COCONUT SAPLING DISTRIBUTION TO FARMERS IN NAGAPATTINAM

SankalpTaru Foundation distributed coconut saplings to farmers in Nagapattinam, Tamil Nadu in an effort to restore the devastation caused in the coastal areas by the **Gaja Cyclone**. 3,000 saplings were distributed to more than 10 farmers under Project Pasumai Tamil Nadu.



## DHL CITY-BASED PLANTATIONS ACROSS INDIA

DHL India now not only delivers logistics but a better and healthier environment too via tree plantation drives. DHL joined hands with SankalpTaru Foundation to paint the cities green. Till now plantations have been carried out in 14 cities and the number will only rise in the future. The “Planted trees vs Time graph” got a positive slope and will reach even higher with time.



Take a sneak peek into the plantations across the cities.



## RURAL LIVELIHOOD PLANTATIONS FOR PROJECT HARIT MADHYA

The Central Province of India, Madhya Pradesh, has rich historical importance. It has the largest forest cover. However, deforestation and overgrazing have reduced green coverage. The lack of knowledge in the usage and managing of farm lands has reduced farmers’ income. SankalpTaru Foundation introduced **Project Harit Madhya** to revitalize greenery and add an alternate source of income for the rural and tribal communities.





# COMING UP



## DIWALI WITH FARMERS: #YEHDIWALIKISANOKENAAM



There are many ways - old, existing, new, and out-of-the-box ideas to celebrate festivals.

This year, SankalpTaru Foundation has decided to celebrate Diwali in a unique way. Stay tuned for the upcoming edition to know more about our Diwali celebration this year.

## #YeDiwaliKisanKeNaam



We dedicate this Diwali to the Indian Farmer for their selfless support and contribution to fight the COVID-19 pandemic.



SankalpTaru.org  
We don't just plant!

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