

- 1** Highlights of This Month
- 2** Plantation With Corporates
- 3** Field Work
- 4** Planet Hero
- 5** HUGE App
- 6** GramYumm
- 7** Humans of SankalpTaru
- 8** India's Beauty Captured Through Our Lens
- 9** Our Upcoming Campaign

1 Highlights of This Month

We Celebrated Hariyali Wall Diwali!

This year with the theme of "Hariyali wall Diwali" we have raised the bar of sustainability quotient. Many women beneficiaries around our PEDPAL Research Centre prepared and packaged Sateer Diyas (Clay diya diyas), Khadi Pallo and supplied goodie bags to bring joy and smiles across the world wherever they reached.

And, certainly these efforts also brought smiles on the faces of these women beneficiaries as well by getting employment.



GramYumm, Invited by SI-MK India

SI-MK India is a responsible corporate organization that partners with local NGOs in poverty alleviation, one of the sustainable development goals 2030. To celebrate the festivities of Diwali 2022, SI-MK partnered with GramYumm, an initiative by SankalpTaru Foundation to uplift the rural communities to provide them a market link to sell their produce.

GramYumm was invited to the SI-MK, New Delhi to put up a stall for selling the responsibly sourced and sustainably processed products of the farmers with the intention of lighting up a few homes on the festive season.

2 Plantation With Corporates



DHL X SankalpTaru Supports Rural Farmers of Maharashtra

Rural India is most vulnerable to adverse effects of climate change and environmental degradation. Farmers are experiencing severe livelihood damage and displacement from their habitats due to water scarcity and unpredictable weather patterns.

DHL is helping rural farmers of Maharashtra through planting fruit bearing trees and installing drip irrigation systems for them and thus protecting their habitat.

Watch here: <https://youtu.be/e7HhL8bPc>



Mamaearth Leads The Goodness Of Green Into Farmer's Lives

Mamaearth has collaborated with SankalpTaru Foundation to plant trees with each order placed on their website to make the planet and Rural India, greener and stronger. With every click, a better future for the farmers is ensured!



BoB Green Initiative To Support Women Farmers

Here are a few glimpses of our women farmer beneficiaries of UttaraKhand whose livelihoods are being supported by the Green Initiative of the Bank of Baroda. The initiative will also strengthen the food security of the local communities along with strengthening the ecological balance of the Himalayan ranges.



"Go Green Initiative By Tata Motors"

Tata Motors is committed to accelerating the nation's rural economy and uplifting livelihoods of marginal farmers through agrobiodiversity by launching the "Go Green" initiative with SankalpTaru Foundation.

Here are a few glimpses of our women farmers whose lives have been positively impacted by the initiative.

dentSU

dentSU Creates A Greener Spaces For Students And City Dwellers

With a strong commitment to reduce carbon emission 48% by 2030 and offset all unavoidable emissions, dentSU International India, the pioneer in global advertising services joined hands with SankalpTaru Foundation to plant trees. These trees were planted in the premises of the Government Residential School at Dive Village, Pune, Maharashtra under our Green and Clean School Program to provide a greener space for a better cognitive development and mental wellbeing of the students & strengthen the green lungs of the city.



Asia Initiative Inspires Women Farmers From Community Cleanup To Community Cleanup

With a particular focus on women, Asia Initiatives, a non-profit based in the USA utilizes transformative methodologies such as Social Capital Credits (SoCCs) to empower rural communities. Asia Initiatives has adopted the methodology to support and empower our 250 women farmers of Assam, under our Rural Livelihood Development Project- Khejra Assam. During the program the women beneficiaries were credited with Social Capital Credits (SoCCs) based on their work for social good and these SoCCs were then redeemed to avail seedlings of Seedless Lemon.



Marks & Spencer Urban Plantations

Caring about its impact on the environment, eco-friendly fashion brand, Marks and Spencer is committed to reducing its carbon footprint and increasing greening through its multi-city plantation event with SankalpTaru as a part of its responsible engagement in environmental sustainability.

Watch the video at: <https://www.youtube.com/watch?v=w5Q0ntalH0w>



3 Field Work

We Are Now In Jharkhand!

Jharkhand is already green, so why tree plantation in this state? With growing urbanization and industrialisation, the state is suffering from loss of green cover. Moreover, the farmers in the rural areas of Jharkhand are devoid of modern tools of agriculture, thus affecting their livelihood due to climate change. With the shortage of food, fodder, feed, even drinking water is a disappointing 'normal' for the local communities.

But, as much as it is challenging, it is equally vital to provide livelihood support through agrobiodiversity to these farmers so that they can see the hope for a better future for themselves and their families along with increasing the green cover of this state.

Hence, SankalpTaru is now in the air of Jharkhand too. Support us in this initiative by planting a tree at: <https://sankalptaru.org/project-hariyali-jharkhand/>



Plantations Are Going On In Project Enrich Biodiversity, Maharashtra

Do you know that in Project Enrich Biodiversity, we plant more than 30+ fruit tree species. Some of which are Guava, Mango, Orange, Lemon, and Custard Apple.

Come and plant with us at: <https://sankalptaru.org/project-enrich-biodiversity/>

Project Satruja Odisha Supports Rural Farmers of Odisha Through Agrobiodiversity

Our Project Satruja Odisha is a Rural Livelihood Support program in Odisha in which fruit-bearing trees are planted to strengthen the livelihoods of rural farmers while also promoting women empowerment.

Here are a few glimpses of our work done this year.



Project Green Meghalaya Empowers Rural Farmers

Trees can soak up excess rainwater, thus preventing run-offs, flash floods and large scale soil erosion. Thus, the tree plantation under our Project Green Meghalaya is going to stabilize flood prone areas of Meghalaya which are ravaged by these to four waves of flood, almost every year. Moreover, these trees have also been planted for women farmers, living in remote areas of Meghalaya who face challenges due to poor connectivity to the mainstream market chain. The fruits of these trees when sold locally helps them to uplift their livelihoods.



4 Planet Hero

Winners of Best Out Of Waste Challenge

SankalpTaru brought forward the "Best Out Of Waste" challenge to everyone in two age categories and the best entries were showcased on our social media platforms and their artists received goodies and certificates!



5 HUGE App- Healthy Us Greener Planet

Our Thanksgiving Walkathon is Live Now!

Let us celebrate Thanksgiving by walking for our home-planet and make healthier choices! Complete 2,80,000 steps till 30th Nov, earn 10 greens & get a tree planted in your name. Download links for SankalpTaru HUGE App:

Android - <https://apps.apple.com/in/app/sankalptaru-g1-planet-a-idea/id1462571187>

iOS - <https://play.google.com/store/apps/details?id=org.sankalptaru.sankalptaru>



6 GramYumm

Gram Yumm Launched Kitchen Garden Kit

Whether you are planning to start your own Kitchen Garden or bring in more potted plants to your home or office, we launched a kitchen garden kit that will help you nurture your plants well!

Check out the product at: <https://gramyumm.sankalptaru.org/>



7 Humans of SankalpTaru



Celebrating Heroes of SankalpTaru: Veer Kumbhakar & Bhagendra Nayak!

8 India's Beauty Captured Through Our Lens



Picture Courtesy Apurva Bhandari

9 Our Upcoming Campaign



Paryavaran Mitra

Become a 'Paryavaran Mitra' and help us combat air pollution by increasing urban green cover.

Stay tuned for more updates!

Stay tuned for next month's edition!

GET IN TOUCH THROUGH OUR SOCIAL MEDIA



In the age of instant gratification, let's be like the snails with the right hearts. While you are safe at home, plant trees at www.sankalptaru.org and send your love with a click of a button.

www.sankalptaru.org

VISIT OUR WEBSITE