

# PARIVARTAN

QUARTERLY ISSUE  
(JULY – SEPT' 23)

## ARIYALUR



VILLAGES  
131



POPULATION  
1,25,650

### GREETINGS TO ALL!

We trust this note finds you well. It's with great pleasure that Dalmia Bharat Foundation (DBF) Team reflects on the journey undertaken in the second quarter, and we are happy to share our collective achievements through the pages of our Quarterly CSR Magazine.

-Team DBF, Ariyalur

### WATER CONSERVATION INITIATIVES

- Pond deepening in Thamaraikulam village
- Added 3,000 m<sup>3</sup> water harvesting capacity annually
- Strengthened 730m bund with excavated soil
- DBF spent Rs. 4.15 lakhs



Village pond desilted and bunds strengthened at Thamaraikulam

### AGRICULTURE AND LIVESTOCKS

- Planted 50,000 CO5 green fodder stems <
- Covered 100 beneficiaries through this initiative <
- Promoted CO5 for better milk yield in cows and faster growth in goats <
- DBF team connects farmers with CO5 producers, providing support and competitive prices <



CO5 field established by farmers



← CO 5 PLANTATION

CO 5 STEMS →



## **AGRICULTURE & LIVESTOCK**



- Currently, 30 azolla units created
- Azolla, an aquatic fern, improves milk quality and quantity in cows and fosters growth in goats and poultry
- Azolla units boost household earnings by around Rs.12K annually.

Beneficiary growing Azolla for cows in Ottakovil

- 25 women trained in palm leaf basket making in Thamaraiikulam
- Currently, 45 women craft these baskets
- DBF Team aims to ship 2000 pieces by December 2023
- Women can earn around Rs. 2500 per month



Women trained to make Palm Leaf Baskets at Thamaraiikulam



Vermicompost unit provided with earth worms at Salayakurichi

- 1 model vermicompost unit established in Ottakovil village with government support
- 2 more permanent units operational in core villages
- 1 temporary vermicompost bed also established
- Expected annual production to exceed 3 tons
- Target is to establish 15 units by December'23

### **Innovation and Success. A case study**

Palm leaf basket making women have been active in Ariyalur for past three years. Although DBF had established a market linkage for 4,000 bags per month, women were able to consistently ship only 300 bags

We brainstormed various measures to improve production. One team member proposed that providing immediate payments to the producers might motivate them to increase the production.

To implement this suggestion, a community member volunteered to pay and collect the baskets, receiving a commission of Rs. 1 per basket. This ensured that the basket producers could receive daily payments if they preferred.

To the surprise of the team, production increased by 1,000 pieces and shipping was done punctually to the buyer.

# GRAM PARIVARTAN

(An action towards bringing change)

## Introduction

The Gram Parivartan Program was launched with the aim of providing livelihoods that are economically sustainable, ecologically responsible, and socially equitable. The objective is to support households located within the vicinity of our plant with an additional annual income of Rs. 1,00,000. This can be achieved through individual or group interventions with or without convergence with government programs

## Cumulative Progress since Inception

Households Mapped 722

Households with additional income 260

Interventions started 665

Aggregate earnings Rs.257.91 Lakh/a



Inauguration of various livelihood trainings

| No. of Households with Actual Additional Income (INR) |         |         |        |     |
|---|---------|---------|--------|-----|
| <25K  | 25K-50K | 50K-75K | 75K-1L | >1L |
| 32  | 46      | 53      | 37     | 92  |



Palm Leaf Basket making training in progress



Azolla unit for dairy at Ottakovil



Women undergoing training by experts in effective goat rearing and disease management.



Certificate distribution event at RSETI for Goatry



Vermicompost Unit at Salayakurichi



Panchakavya preparation at Illupaiyur village

# SKILLING RURAL WOMEN & FARMERS



- ➔ Trained 75 farmers in agriculture-related techniques
- ➔ 6 farmers initiated Panchakavya spraying
- ➔ 4 farmers established Vermi-compost beds for organic farming
- ➔ Encouraged farmers to implement reduced-chemical pest control measures



- ➔ Celebrated World Breast Feeding Week with 10 anganwadi centers, District ICDS, and 70 young mothers



- ➔ Organized medical camp for 805 individuals offering blood screening, TB screening and eye tests
- ➔ Beneficiaries consulted different specialists, including gynecologists, ophthalmologists, general physicians, and cardiac specialists.



- ➔ Supported Thamaraiikulam Government High School with computers, a projector, furniture, and an almirah (worth Rs.1.5L)
- ➔ 100 students will benefit annually