

# PARIVARTAN

Ariyalur

Quarterly Issue (April to June 2024)

Village: 52 | Population: 41,669

Dear All,

**Greetings from Dalmia Bharat Foundation.**

We trust this note finds you well. It's with great pleasure that Dalmia Bharat Foundation (DBF) Team reflects on the incredible journey undertaken in the first Quarter of FY 25 and we are thrilled to share our collective achievements through the pages of our Quarterly CSR Magazine.

-Team DBF, Ariyalur

## Livelihood Initiatives

### Training on Palm Leaf Product Diversification and Marketing

- A one-day training cum orientation was organized for the beneficiaries engaged in palm leaf basket making at Thamaraikulam village.
- **37 women** beneficiaries attended this program and became familiar with palm leaf product marketing aspects.
- This program motivated the women beneficiaries to take up this activity for income generation.



*Shri. Panchachalam, Trainer and DBF team during the orientation training*

### Awareness Camp on Integrated Farming System (IFS)

- A program on 'Promotion and Popularization of Climate Resilient Integrated Farming System for optimized yield leading to livelihood enhancement of small and marginal farmers in Ariyalur District' was inaugurated in Eluppaiyur village. Around 25 farmers attended this inauguration program.
- A total of 18 awareness camps were organized, where **472 farmers** participated and learned about integrated farming and organic farming practices.

**75 farmers** will be selected and will be provided 3 days training at KVK on Integrated Farming Systems (IFS).



*Shri. Sudheer, DGM and Shri. Prabakaran, DDM NABARD and Shri. Allwin in the IFS Introduction Program – Social Mobilization Camp*

# GRAM PARIVARTAN PROJECT

(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 foster sustainable economic progress within selected communities, where household chosen for participation is expected to achieve an additional annual income of **Rs. 1,00,000**. This can be achieved through individual or group interventions and can function independently or converged with government programs.



**3733**

Households Mapped



**6333**

Interventions Planned



**2156**

Households with Additional Income



**12.59 Cr**

Additional Income



HH distributed in different Income slabs				
<25K	25K-50K	50K-75K	75K-1L	>1L
656	405	535	202	358

Location Demographic Profile:	Villages: 52
	Households: 9977
	Population: 41669



## DALMIA INSTITUTE OF KNOWLEDGE AND SKILL HARNESSING

### Nurturing Futures: Empowering Youth Through Skill Development

Skill development of rural youth plays a vital role in unlocking their potential and creating avenues for a brighter future. By providing tailored training programs and workshops, we equip them with the tools to excel in various trades and professions. This not only enhances their employability but also empowers them to contribute effectively to their communities' growth and development.

#### Inauguration of CRM Batch

The first batch of trainees in CRM trade was inaugurated in the month of May. Shri Vaidhyanathan, CSR head, Karun Vaishya Bank inaugurated the batch.

In the first batch of HHA around 17 students attended and completed the three-month HHA course. The trainees were taken to MMIMS Hospital in Ariyalur for their training.

The trained students will be assisted in securing placements in Home Health Care in Ariyalur, Trichy, and Chennai, with an average monthly income of Rs. 12,000 per month.



During inauguration Shri. Robert, Unit Head, Shri. V Balasubramanian, DGM Corporate Affairs and Shri. Allwin, DGM along with KVB officials.



## A SUCCESSFUL CASE STUDY UNDER GRAM PARIVARTAN PROJECT

Shri Oppannan, 48, lives in O. Krishnapuram village, Ottakovil Panchayat, Ariyalur Block, with his wife and their two school-going children. The family owns 2 acres of irrigated land, cultivating paddy, vegetables, and maize, and they also rear 3 cows, 2 calves, and 5 goats. Oppannan attended the project orientation program organized by DBF, where he shared concerns about milk production and fodder crops. He highlighted issues with milk storage leading to wastage.

DBF supported him with a 10-liter milk can, facilitating easier milk transportation to the Aavin society. He now sells around 16 liters of milk daily from his 2 cows, saving approximately 250 ml of milk from wastage each day, thus increasing his income. VDF also provided guidance on livestock care, veterinary care, fodder production, and animal health. Understanding the importance of fodder crop intervention, Oppannan began cultivating CO 5 on his land, significantly reducing fodder costs.



# SOCIAL INFRASTRUCTURE

## General Medical Camp

- A general health camp was organized in Nallampathi village, located near the plant area.
- The camp was conducted by MMIMS Hospital, Ariyalur.
- A total of **60 individuals** from the village benefited from this initiative.
- It helps the villagers to receive free doctor consultations in their village and obtain basic medicines at no cost.



Shri. Panchachalam, Trainer and Dalmia officials during the orientation training program



Women Participants during the CRM Training in WOW Bus

## CRM Training

- A 3-month Customer Relationship Manager (CRM) training (Non-Voice) started in Salaikurichi village.
- **22 beneficiaries** are attending the training program.

## CONVERGENCE WITH GOVERNMENT SCHEMES IN FY 24



Location: Ariyalur		Category	No. of Beneficiaries		
S.No	Scheme Name	Livelihoods/ Water/ Soil/ Social Infrastructure	Male	Female	Total
1	Integrated farming - Horticulture Department	Livelihood	14	1	15
2	Power Sprayer-Agriculture department	Livelihood	3	12	15
3	Agricultural Weeding tools-Agri Department	Livelihood	6	1	7
4	Bhendi Seeds-Horticulture Department	Livelihood	0	3	3
5	Blackgram seeds- Agriculture department	Livelihood	1	1	2
6	Honey bee box- Horticulture Department	Livelihood	15	0	15
Total			39	18	57