



# NEWS LETTER

*Of Ariyalur*

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 Second Quarter of FY 2025, and we are thrilled to share our collective achievements through the pages of our Quarterly CSR Magazine

Team DBF,  
Ariyalur

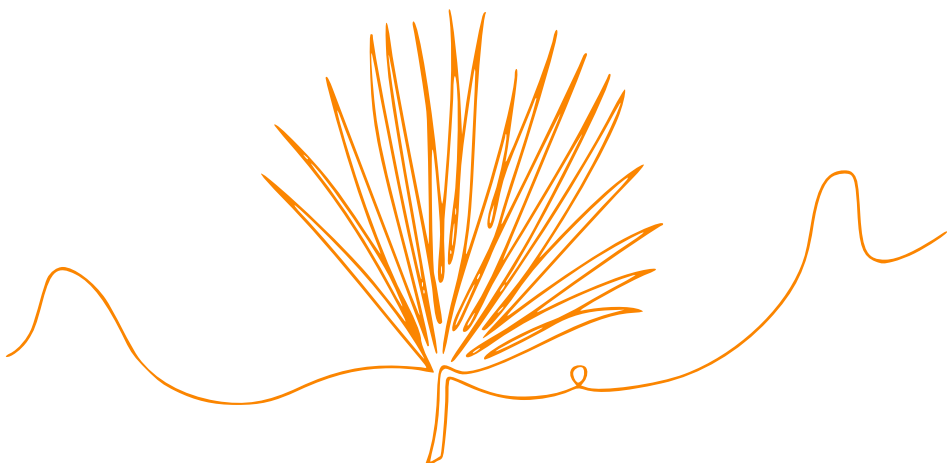


Quarterly Issue (Jul 24 to Sep 24)

# PARIVARTAN

**52**  
Villages

**41,669**  
Population



# LIVELIHOOD & CLIMATE ACTION INITIATIVES



## NABARD INTEGRATED FARMING SYSTEM PROJECT



IFS training at KVK

- The 'Promotion and Popularization of Climate-Resilient Integrated Farming System' program was inaugurated by Shri. R. Anand, CGM of NABARD, at Ariyalur KVK.
- **1,057 farmers** were oriented on the integrated farming system, **with 75 farmers** receiving three-day training on organic farming and sustainable agriculture.
- **20 model farmers** were selected and provided with 200 kg of traditional paddy seeds and 70 kg of traditional maize seeds for cultivation.
- One-day trainings were conducted on organic maize cultivation, traditional paddy cultivation (SRI method), organic input production, and integrated pest management.
- An exposure visit was organized for 20 model farmers to Shree Lakshmi Organic Farm, Velankanni.

## GOAT SUPPORT

- Livestock interventions are more suitable for most rural households because they provide more additional income compared to agricultural activities.
- Goatry is one of such choices made by multiple households in Ariyalur location where in 100 households supported to purchase one pregnant goat.
- The beneficiary can earn an expected **annual income of Rs. 50,000** after two years of intervention.



Beneficiary with newly purchased goat

## PALM LEAF BASKET TRAINING

- A two-month training program on palm leaf basket making was organized for **40 women** in Ottakovil village.
- Skill upgradation training for women engaged in basket making was organized in Thamaraikulam village, with **30 women** participating in the program.
- Two women from the palm leaf basket-making group in Thamaraikulam village went on an exposure visit to Ramnad for procuring quality raw materials.



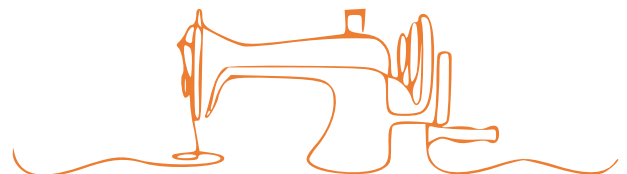
During training inauguration Shri. Vinodh Kumar, Assistant Director, Handicrafts Department, Shri. Panchachalam and Shri. Allwin along with DBF staff and Palm Leaf Beneficiaries.

## SEWING MACHINE DISTRIBUTION



Shri. Robert, Unit Head presented the sewing machine to the beneficiaries, during the event mines manager, Plant Corporate Affairs GM along with CSR team.

- Distributed **26 sewing machines** in our core villages surrounding the Periyannagalur mines.
- A training program on sewing machine repair and maintenance is organized for all **26 women beneficiaries**
- The intervention will help women earn an average **annual income of Rs. 42,000 per member**.





# GRAM PARIVARTAN

An action towards bringing change



## INTRODUCTION



**52**  
Villages

**9979**  
Households

**41137**  
Population

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.

HH DISTRIBUTED IN DIFFERENT INCOME SLABS				
<25K	25K-50K	50K-75K	75K-1L	>1L
870	596	282	93	120

**3700**  
Households  
Mapped

**5550**  
Interventions  
Planned

**1961**  
Households  
with Additional  
Income

**7.09 Crore**  
Additional Income

## 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.

### TRADES OFFERED

  
Home Health  
Aide

  
Assistant  
Electrician

  
CRM  
(Non-Voice)

  
Aari Work

### UPDATES (For FY 2024-25)

  
**4**  
Trades

  
**2**  
Ongoing  
Batches

  
**42**  
Youth  
Trained

### CRM TRAINING



- Completed a 3-month Customer Relationship Management (CRM) training (Non-Voice).
- 25 students completed the training from Salaikurichi village situated near plant area.
- Students received certificates and job offer letter, trained students are placed in IFB, MM Hospital, Ariyalur with an average annual salary of Rs.1,44,000/-.
- This motivates the recently passed out students with an employment opportunity.

### HIGHEST PLACEMENT



**Trade Name:**  
Customer Relationship  
Management  
**Name of the Candidate:**  
Dharmaraj  
**Organization:**  
M.M. Hospital, Ariyalur  
**Salary per Annum:**  
Rs. 1.56 lakhs

# SOCIAL INFRASTRUCTURE



## GENERAL MEDICAL CAMP



Medical Camp at Asthinapuram village.

- A general health camp was organized in Asthinapuram village, near the PNR mines area, in collaboration with the Block Medical Office, Kadugur.
- **984 individuals** benefited, with 18 patients referred to Ariyalur Government Hospital for further treatment.
- Villagers received free doctor consultations and basic medicines at no cost.

## AWARENESS PROGRAM – WoW BUS

- A SHG management program was attended by **40 women** from Salaikurachi and Illupaiyur villages, covering topics like savings, credit, common fund, insurance, and bookkeeping.
- Organic farming training was provided to **30 farmers** from Kairulabad village, focusing on organic input production such as vermicompost, Panchakavya, and fish amino acid.



Awareness Camp

## CONVERGENCE TABLE (Apr – Sept 2024)

S.N	SCHEME NAME	LIVELIHOODS/ WATER/ SOIL/ SOCIAL INFRASTRUCTURE	NO OF BENEFICIARIES		
			MALE	FEMALE	TOTAL
1	NABARD	Livelihood	535	617	1152
2	SIDBI	Livelihood	0	30	30
3	SHGs Credit Linkages	Livelihood	0	28	28
4	TN Kalaignarin All Village Integrated Development Programme	Livelihood	9		9
5	TN Sub Mission on Agricultural Mechanization	Livelihood	1		1
6	TN Mission for Integrated Development of Horticulture	Livelihood	1		1
<b>Total</b>			<b>546</b>	<b>675</b>	<b>1221</b>