

February, 2025



Sewa Sandesh

*February: A Month of
Fortitude, Flourishing
Livelihoods and Fresh
Beginnings*



Editors Note

Namaskar,

As we embrace Magha, a month of renewal and service, this edition of Sewa Sandesh reflects the Bharatiya ethos of self-reliance, sustainability, and collective well-being.

The Buyer-Seller Meet in Bhuj Haat was more than a market linkage event; it was a step toward reviving India's traditional artisan economy, where craftsmanship and commerce once thrived in harmony. With over 107 artisans engaging with NABARD and the Handicrafts Service Center, this initiative restores dignity to India's craftsmen, ensuring they find sustainable livelihoods rooted in their heritage.

Similarly, the Sewa Hastkala Pradarshani in Delhi empowered women entrepreneurs, reviving the Griha Udyog tradition. These women are no longer just artisans; they are independent business owners, reclaiming economic agency.

The WASH initiative in Uttarakhand integrates sanitation, menstrual hygiene, and behavioral change, aligning with the Vedic principle of Shaucham (cleanliness) as a foundation for well-being. By educating 1,800+ students, forming WASH clubs, and improving hygiene practices, we are building a healthier, more aware future. On the environmental front, our tree plantation drive in Pune echoes the ancient wisdom of "Vriksha Rakshati Rakshitah"—when we protect nature, it nurtures us in return. With 115+ volunteers planting saplings, this initiative ensures sustainability is embedded in our way of life.

At the heart of this edition is Duma Devi's journey from loss to financial independence through beekeeping, farming, and self-help initiatives. Her story reflects the tenacity of Bharatiya Nari Shakti and proves that rural resilience, when supported, can rebuild lives.

Through these stories, we are reminded that true progress lies in reviving our indigenous systems of economy, ecology, and empowerment. Let us continue to serve, sustain, and strengthen our communities with the spirit of Sewa.

Dhanyawaad!

Jinesh Lal R.V

*Executive Director
Sewa International*





Weaving Dreams into Reality: Empowering Artisans with Market Access

For generations, artisans have poured their heart and soul into their craft, creating intricate works of art that tell stories of tradition, culture, and resilience. Yet, many of them struggle to find the right market, often left without the opportunities they deserve. But today, that is beginning to change.

At the Buyer-Seller Meet in Bhuj Haat, over 107 artisans took a bold step forward, stepping into a world where their skills were not just appreciated but valued. For many, it was their first time interacting directly with representatives from NABARD and the Handicrafts Service Center, opening doors to new possibilities. The excitement in their eyes was undeniable—this was more than just a business opportunity; it was a moment of empowerment.

As the sun sets on one milestone, a new one rises. The very next day, another Buyer-Seller Meet at SIDDC, Jiyapar, would further strengthen these market linkages, bringing artisans closer to sustainable livelihoods. Through these initiatives, Sewa International is not just supporting artisans; we are helping them reclaim their dignity, amplify their voices, and build a future where their craftsmanship is recognized and rewarded.

Because when artisans thrive, communities flourish. And this is just the beginning of a brighter, more empowered tomorrow!



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Planting Seeds of Change: A Greener Tomorrow with Sewa International

Amidst the morning breeze and excited chatter of students, Zilha Parishad Prarthamik School in Pune became the site of an inspiring movement toward environmental conservation. On February 21st, Sewa International, in collaboration with Yusen Logistics, led a tree plantation drive, not just to plant trees, but to plant awareness, responsibility, and a vision for a greener tomorrow.

The event brought together 115+ participants—enthusiastic students, parents, villagers, corporate volunteers, and the Sewa team—all united in their commitment to sustainability. As 50 saplings took root, protected by sturdy tree guards, an engaging session unfolded, highlighting the vital role trees play in our ecosystem. Adding to the celebratory spirit, students showcased a vibrant Lezim dance and delivered a heartfelt speech on Chhatrapati Shivaji Maharaj, making the event both meaningful and memorable.

This initiative is part of Sewa International's broader CSR-driven green movement, which has already seen the plantation of 1000+ trees across Barmer, Jaisalmer, Alwar, Varanasi, and Pune in just three months. And we're not stopping here—by March 2025, an additional 300 trees will be planted in Bangalore, Chennai, Hyderabad, and Noida.

Through such collective efforts, we are not just restoring landscapes—we are nurturing young minds, strengthening communities, and fostering a future where sustainability is a way of life. Together, let's keep making a difference—one tree, one school, and one community at a time.



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Sewa Hastkala Pradarshani: Empowering Women, One Stall at a Time

Amidst an atmosphere of excitement and newfound confidence, 20 women entrepreneurs took a bold step forward at the Sewa Hastkala Pradarshani, marking their first experience in a real market environment. Organized under the Sewa Mahila Jyoti Kendra and supported by Oracle, this initiative was more than just an exhibition—it was a gateway to empowerment, self-reliance, and financial independence.

For these women, setting up their stalls was a learning experience like no other. They engaged with customers, managed sales, and understood the nuances of running a business in a public setting. With each interaction, they gained the confidence and skills needed to establish themselves as independent entrepreneurs.

The event was graced by esteemed guests, Smt. Shrubhi Ji (Prant Member, Sewa Bharti, Meerut Prant) and Narendra Tuli Ji (Businessman, Noida), whose words of encouragement further motivated the women.

Now, as the stalls are packed up and the event concludes, a new journey begins. These women are no longer just artisans—they are market-ready entrepreneurs, equipped to take their businesses forward. Through Sewa International's continuous support, they are stepping into a future filled with opportunity, dignity, and self-sufficiency.



हस्तकला प्रदर्शनी का आयोजन

नोएडा। सेक्टर-45 में सेवा इंटरनेशनल द्वारा आयोजित सेवा हस्तकला प्रदर्शनी का आयोजन किया गया। प्रदर्शनी में नोएडा के 20 से अधिक एसएसजी ग्रुप शामिल हुए हैं, जिनमें प्रत्येक ग्रुप में 20 से अधिक महिलाएं जुड़ी हुई हैं। संस्थान के कॉर्डिनेटर दर्श ने कहा कि इस कार्यक्रम का उद्देश्य कलाकारों को बाजार उपलब्ध कराने के लिए प्रेरित करना है।



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Transforming Hygiene and Sanitation in Uttarakhand: Sewa International's WASH Initiative

Access to clean water, sanitation, and hygiene (WASH) remains a major challenge in rural Uttarakhand, particularly affecting adolescent girls. Many communities lack proper sanitation facilities, leading to unsafe hygiene practices that impact health, school attendance, and overall well-being. Recognizing these pressing issues, Sewa International, with the support of Yusen Logistics, has launched a comprehensive WASH program across Chamoli and Rudrapur districts, focusing on behavior change, access to essential services, and infrastructure improvements.

A core aspect of the initiative is empowering adolescent girls by providing essential knowledge on menstrual hygiene management (MHM), nutrition, and sanitation practices. Through training sessions and interactive learning, students gain awareness while WASH clubs in schools and villages encourage leadership and peer learning. Beyond education, the program promotes waste disposal, water conservation, and infrastructure maintenance, ensuring a sustainable, long-term impact.

These efforts have already reached 1,800+ students through behavior change programs, with 60 students trained in MHM and nutrition, and 200 students engaged in hygiene competitions.

Additionally, 200+ students participated in plogging activities in Rudrapur, and 500+ students joined awareness rallies in Chamoli to advocate for WASH practices in their communities.

Through education, community engagement, and infrastructure development, Sewa International is fostering a healthier, more informed future, ensuring that every individual has access to safe water, sanitation, and hygiene.



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Tales from the Field: Success Story of our Beneficiaries

From Loss to Strength: **Duma Devi's** Journey of Hope and Empowerment

A decade ago, Duma Devi's world was shattered when she lost her husband in the devastating Kedarnath disaster. Left alone to raise her young son, while her daughters moved on after marriage, she faced overwhelming challenges. Financial struggles forced her to put aside her dreams of education, but she remained determined to secure a better future for her son.

Despite multiple attempts to join the army, her son couldn't clear the exams and had to take up driving. Understanding his struggles, Duma Ji took a bold step, securing a loan through Sewa International's Self-Help Group (SHG) to buy a second-hand four-wheeler, ensuring her son could earn a dignified livelihood.

Amidst her hardships, a forgotten skill resurfaced—beekeeping. Old beehives still lingered around her home, remnants of a time she had never imagined reviving. When she learned about Sewa International's beekeeping initiative, she saw an opportunity to rebuild. With training, essential tools, and guidance, she transformed honey production into a profitable venture, no longer selling it for a fraction of its worth.

The moment she saw bees returning to build hives in her home again, a spark of hope was reignited.

Beyond beekeeping, Duma Ji farms wheat, rice, and madua, sells buffalo milk, and produces ghee, steadily working towards financial independence. While the road has been tough, she continues to rise, fueled by the support of her family and community. Today, her resilience is an inspiration, proving that with the right support, even life's greatest tragedies can lead to new beginnings.



Sewa Parivar Connect:

Embracing Our Fellow's Families



Surjeeta Sahu

Project Location: Mumbai, Maharashtra

Project Domain: Environment

Project Name: City Forest/ Akira Miyawaki Forest

Batch: 2024-26

At Sewa, family goes beyond borders—it's a bond of commitment, care, and connection. As part of our tradition, a member of the Sewa family visited the home of our fellow, Surjeeta Sahu, in Krodha, Odisha, bridging the miles between Mumbai and her roots. While she dedicates herself to the Akira Miyawaki Project creating fast-growing urban forests for a greener future we stand by her, celebrating her journey and embracing her family as our own.



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*Together, we've sketched stories of change,
etching hope into hearts. We want to express
our sincere gratitude for your continued support
and readership.*



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