

January, 2025



Sewa Sandesh

*January: A Month of
Journeys, Self-reliance
and Sustainability*



Continuity in Leadership:

Upholding Our Legacy of Sewa



Sewa International expresses its deepest gratitude to Shri R.K. Anil Ji for his outstanding service, unwavering commitment, and exemplary leadership. His tenure as Executive Director has been instrumental in strengthening the organization's foundations, fostering a culture of dedication, collaboration, and service. His guidance has ensured that our initiatives remain impactful, rooted in our core values, and aligned with our mission of sewa (selfless service).

Throughout his time with Sewa International, he consistently provided steadfast support to ongoing programs while ensuring that the organization remained focused on its established goals. His leadership was characterized by stability, continuity, and a steadfast commitment to our vision, reinforcing the principles that have guided Sewa International since its inception.

In keeping with this strong foundation and taking forward the existing legacy, Jinesh Lal R.V. now takes on the role of Executive Director, promises to take the ideology of Sewa International to a new level. Under his leadership, Sewa International will continue its existing path, principles, and priorities with the same dedication and spirit of service that have always defined our organization.

Sh. Jinesh Lal R.V. is a development professional with a postgraduate degree in social work and over 20 years of experience in program management, community development, and disaster response. He has held leadership roles at Sewa Bridge and Sewa International, overseeing large-scale national initiatives. His expertise extends to TB control programs, disaster relief efforts, and polio eradication, having worked with organizations like the Global Fund and WHO. As State Project Director for Deseeya Sevabharathi Keralam, he played a key role in the 2018 Kerala flood relief and rehabilitation.

Sewa International welcomes Jinesh ji with an open heart and open arms. This transition is not about change but about preserving and strengthening and taking forward the values, traditions, and commitment that make Sewa International what it is today. As we move forward, our mission remains steadfast—serving communities, fostering self-reliance, and driving meaningful impact.

*~With gratitude and optimism,
Sewa International Family*



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SEWA SANDESH

Editors Note

Namaskar,

Sewa, Swabhimaan, and Bharat's Path Forward

Bharat has never been a land of borrowed ideas. It is a civilisation built on sewa (service), swabhimaan (self-reliance), and sangathan (collective progress). Yet, modern development often sidelines our indigenous knowledge systems in favour of foreign frameworks, forgetting that our villages, traditions, and philosophies have long held the answers to sustainable, equitable progress.

The Mera Gaon, Swachh Gaon initiative is not just about cleanliness—it is a reaffirmation of civic responsibility. From the Harappan civilisation's urban planning to Gandhi's gram swaraj, a clean village has always been the foundation of a strong nation. When communities take charge of their surroundings, it is an assertion of identity and self-governance.

Healthcare in Bharat was never transactional. Rooted in Ayurveda and the ethics of sewa, it was a sacred duty. The medical camps in Uttarakhand restore dignity by ensuring access to care, proving that service is the highest form of leadership. In a nation where health disparities remain vast, such initiatives are not just interventions but a return to our values.

Corporate responsibility in India has always been about dharma, not charity. Our merchant guilds built stepwells, temples, and universities, ensuring that wealth served society. The CSR Conclave 2025 signals a return to this philosophy, shifting the narrative from token philanthropy to strategic, impact-driven investment. Businesses must not merely donate but actively participate in nation-building, for daana without accountability is as ineffective as governance without purpose.

Women's empowerment in Bharat has never been about permission—it has been about assertion. The stitching training centres under the Gujarat Oracle 5.0 Project are more than skill-building programs; they are catalysts for economic freedom. When women earn, villages prosper, and families rise.

Parmila Devi's journey from hardship to stability is Bharat's development model in action. Our economy has thrived on self-sufficiency, from local artisanal trades to shramdaan-based rural industries. True progress does not lie in industrial overreach but in revitalizing sustainable, indigenous livelihoods. Swadeshi is not nostalgia—it is the future of sustainable, equitable growth.

Bharat's path forward lies in its own wisdom. Our solutions are within us—rooted in community-driven governance, ethical business, sustainable livelihoods, and the unwavering spirit of sewa. The world needs Bharat to lead, not follow. It is time to reclaim our rightful place.

Dhanyawaad!

Jinesh Lal R.V

*Executive Director
Sewa International*





Mera Gaon, Mera Desh: A Republic Day Tribute to Cleanliness

As the nation celebrated its 76th Republic Day, Sewa International embraced the spirit of patriotism in a unique way—by championing the cause of cleanliness. Believing that a clean village reflects a strong nation, the Sewa International Tripura team launched a special initiative, Mera Gaon, Mera Desh, reinforcing the idea that every village is an integral part of the nation's identity.

Under this initiative, a village-based cleanliness drive, Mera Gaon, Swachh Gaon, was organized in the Regrouping Colony of Naitongcherra VC, Dhalai, Tripura. Families of the beneficiaries, along with numerous villagers, actively participated in cleaning their surroundings—not just as an act of duty but as an expression of love and respect for their homeland.

Through this collective effort, the villagers transformed the simple act of cleaning into a powerful message: just as we take pride in our country, we must take responsibility for our communities. With unity and dedication, they demonstrated that true patriotism begins at home, one clean village at a time.





CSR Conclave 2025: Reimagining Corporate Philanthropy for a Better Tomorrow

In an era where corporate responsibility is evolving beyond mere charity, Sewa International is leading the charge in redefining CSR with a vision of sustainability, inclusivity, and long-term impact. Building on the momentum of last year's Talk 4 Tomorrow: Corporate Philanthropy Shaping the Future of New Bharat, this year's CSR Conclave 2025 took the conversation a step further, exploring how businesses can drive meaningful change through a more systematic and strategic approach.

The event witnessed a powerful exchange of ideas among 200+ corporate leaders, NGO representatives, and changemakers, all committed to reimagining CSR as a catalyst for social transformation. Discussions centered on investment-driven CSR models, the Social Stock Exchange (SSE), and innovative funding mechanisms that empower social enterprises and NGOs. These emerging trends highlight the growing recognition of CSR as a key enabler of scalable, long-term solutions to some of the world's most pressing challenges.

Adding to the significance of the occasion, Hon'ble Minister Piyush Goyal graced the event virtually, emphasizing the need to reshape CSR strategies in a way that fosters sustainable development and measurable impact. His words resonated deeply with the audience, reinforcing the idea that corporate philanthropy must move beyond short-term interventions to drive systemic, transformative change.

The success of CSR Conclave 2025 marks just the beginning. Sewa International remains steadfast in its mission to bridge the gap between corporates and NGOs, fostering partnerships that create lasting social value. With every dialogue, every collaboration, and every shared vision, we move one step closer to a future where CSR is not just an obligation, but a powerful tool for nation-building.





Ladli Mahotsav 2025: A Journey Towards Hygiene and Hope using Behaviour Change Communication (BCC)

Amidst the breathtaking landscapes of Uttarakhand, where spirituality and tradition run deep, thousands embark on the sacred Char Dham Yatra each year. Yet, beyond the divine aura, a silent challenge persists—the need for sustainable hygiene practices, particularly among the region's local communities. Recognizing this pressing issue, Sewa International has launched Ladli Mahotsav 2025, a heartfelt initiative to nurture better hygiene habits among adolescent girls through awareness and community-driven action.

At the core of this initiative lies the idea of Behaviour Change Communication (BCC)—a powerful strategy aimed at encouraging individuals and communities to embrace sustainable practices for a healthier future. With this vision, Ladli Mahotsav 2025 commenced in Rudrapur district through a month-long mobilization campaign. Engaging young minds through creative intra-school competitions, the initiative provided a platform for 202 students from 11 schools to express their understanding of WASH (Water, Sanitation, and Hygiene) through essay writing and poster-making contests. More than just competitions, these activities became catalysts, empowering young girls to become ambassadors of hygiene in their villages.

Beyond the classroom, the movement took root in the heart of communities. In Parkandi, Ukhimath Block, over 200 individuals—including school students, adolescent girls' groups, and self-help group (SHG) members—came together for a large-scale cleanliness drive. Their collective efforts transformed the village into a model of hygiene awareness, reinforcing that cleanliness is not just a personal habit but a shared responsibility.

With the first phase of Ladli Mahotsav successfully completed, Sewa International remains steadfast in its commitment to expanding its reach. The initiative will culminate in a grand celebration, amplifying its impact through diverse activities aimed at inspiring long-term behavioral change. By intertwining WASH principles with local traditions and cultural values, Ladli Mahotsav 2025 is more than just an awareness campaign—it is a movement that seeks to create a lasting ripple effect.





Empowering Women, Stitching a Brighter Future

Sewa International has always believed that empowering women with sustainable livelihoods is key to building stronger communities. Taking this vision forward, the organization launched a Stitching Training Centre under the Gujarat Oracle 5.0 Project, bringing new opportunities to women across villages.

With the inauguration of these centers, women now have access to skill-based training that will enable them to earn a dignified livelihood. More than just a training program, this initiative is a step towards financial independence, self-reliance, and empowerment. By equipping women with the tools to stitch their own future, Sewa International continues to foster economic resilience at the grassroots level, ensuring that every woman has the opportunity to thrive.

We, at Sewa International, aims to continue with such initiative and empower women in order to build a strong nation



“સશક્ત નારી, સશક્ત સમાજ”



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From Struggles to Stability: Parmila Devi's Journey to Self-Reliance

In the remote village of Semkoti, Uttarakhand, Parmila Devi's life revolved around her family and livestock. Married at just 17, she had no experience in animal husbandry but soon found herself managing cows, buffaloes, and goats alongside her husband. Every day was a challenge—walking miles to collect fodder, struggling with poor roads, and earning just enough to meet basic needs.

In 2017, Parmila's journey took a turn when she joined a Self-Help Group (SHG) under Sewa International. Small monthly savings slowly built her confidence, but the real transformation came in 2024 when she received training in livestock management and a Jersey cow through Sewa's initiative. With improved fodder techniques and veterinary support, her milk production increased significantly, providing her with a steady income of ₹5,000 per month—something she had never imagined before.

Yet, challenges remain. Selling dairy products in her village is difficult due to the lack of a proper market, forcing her to send ghee to urban areas while struggling to sell milk locally. Despite this, Parmila remains determined, planning to invest in another Jersey cow to expand her business.

Her story is one of resilience, hard work, and empowerment. Today, she not only contributes financially to her household but also inspires other women to take charge of their own futures. With Sewa International's support and her unwavering determination, Parmila Devi is stitching together a life of dignity and self-reliance, one step at a time.

*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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