

ITC MISSION SUNEHRA KAL

Solid Waste Management, Child friendly infrastructure, WASH, WE & THP+ Project in Haridwar



Narrative Report (Quarter-1'2026-27)

Prepared by: SBMA

Submit to: ITC-MSK

Solid Waste Management

The Solid Waste Management (SWM) Program, initiated under ITC MSK and implemented by SBMA, continues to drive decentralized waste management in Shivalik Nagar (Urban). The program emphasizes waste segregation at source, home composting, and cluster composting, enabling local waste processing while reducing dependence on landfills.

Coverage and Segregation

- Total households covered: 47,242
- Urban households: 29,046
- Rural households: 18,196
- Households practicing source segregation: 29376



Segregation



Waste Collection



Sampling

Home composting and kitchen gardening:

As part of our ongoing effort to manage waste effectively at its source, we have been promoting home composting among households. The strategy includes the use of composting pits and low-cost pots or buckets, facilitated through collaboration with Mohalla Committees. This approach encourages community participation and supports sustainable waste management.

Key figure:

- New households practicing home composting this quarter: 226
- Total households practicing home composting: 4234



Home composting



Kitchen Garden



Mohalla Committee formation and functionality:

The Mohalla Committees play a crucial role in ensuring the sustainability of the project by managing service fee collection and overseeing waste processing locally. Their active involvement fosters a sense of ownership and responsibility within the community, while promoting operational efficiency, transparency, and accountability.

These committees are engaged in regular meetings, documentation, user charge collection, and organizing periodic clean-up drives and other community events.

During the reporting quarter, awareness programs were conducted across various wards and localities to educate the community about waste segregation, composting methods, and responsible waste disposal practices.

New Mohhala commiti formed

Shri Ram Swachhta Samiti	Sultanpur Majri	289
Radhika Swachhta Samiti	Bongla	256

Key figures:

- Mohalla Committees: 153
- Awareness programs organized: 65
- Total participants engaged in awareness: 952



Awareness Program

Green Temple:

The Green Temple Initiative covers temples within the Municipal Corporation, Nagar Palika Corporation, and rural areas of Haridwar. The initiative supports the management of flower waste generated at temple premises by promoting sustainable waste handling practices. This helps reduce environmental impact and maintain cleaner temple environments.

Key figures:

- Total temples participating: 260
- Temple committee meeting: 56



Awareness Activity

Temple Commit Meeting

Composter Check

Child Friendly Infrastructure

The **Child-Friendly School** initiative focuses on creating a supportive environment in schools by improving infrastructure and promoting healthy habits among children, with particular emphasis on **health and hygiene**.

During the reporting month, significant progress was made in improving infrastructure across government schools. Infrastructure work was **completed in AWCs**, while upgrades are ongoing in other government schools to ensure a conducive learning environment for students.

Additionally, the initiative organized **awareness programs** and **WASH Kiosks** to educate students and teachers on health and hygiene practices.

Key figures:



SMC



Monitoring board



Visit in school



Child Cabinet

Financial Literacy Training:

Under ITC- MSK, SBMA organized financial literacy trainings in Gram Panchayats Missarpur and Bahadarabad. The training aimed to improve the financial understanding of women and link them with various government schemes such as PMJJBY, PMSBY, Atal Pension Yojana, SSY, NPS, PPF, RD/FD.

The sessions provided SHG women with knowledge about accessing loans, grants, and financial assistance. Women also demonstrated progress on outcome indicators such as financial inclusion, literacy, health, water, sanitation, nutrition, and income.

The training was delivered through **seven modules**, designed to build understanding through group activities:

1. Income and Expenses
2. Saving Practices
3. Debt Management
4. Insurance Cover
5. Pension Security
6. Self-Help Groups
7. Digital Literacy

Alongside training, new **Self-Help Groups (SHGs)** were also formed to strengthen women's participation in livelihood initiatives.

Key figures:

- Existing SHGs supported: 510 SHGs with 5047 members

Financial Literacy Training

The training covered financial planning, digital literacy, insurance, and government scheme linkages.

- Modules delivered: Income and expenses, savings, debt, insurance, pension, SHG strengthening, digital literacy etc.



Block meeting



Training in Saaras Kendra



Gender Training



IFAD Visit



FWM visit by IFAD

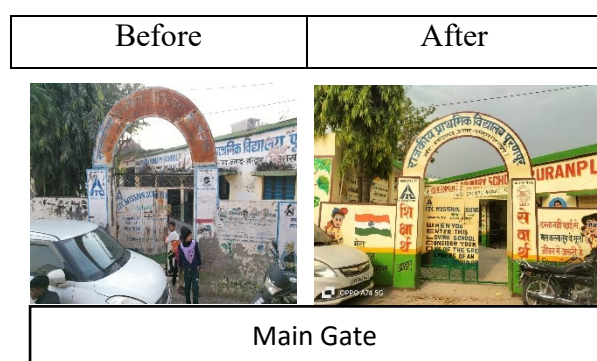


Gram Shangathan Meeting

Activities at Glance

Renovation Work at GPS Puranpur (FY 2025–26)

During the financial year **2025–26**, Government Primary School (GPS) Puranpur underwent significant renovation with the support of **SBMA in collaboration with ITC Mission Sunehra Kal (MSK)** to address critical infrastructural gaps. Earlier, the school faced issues such as damaged classrooms, poor flooring, lack of proper sanitation, absence of a secure boundary, and no functional kitchen facility, which affected both safety and the learning environment. Through the intervention, key improvements were made including repair of classrooms, construction of durable flooring, development of a **boundary wall and main gate** for enhanced security, renovation of **toilets** for better hygiene, and establishment of a proper **kitchen** for mid-day meal management. As a result, the school environment has become safer, cleaner, and more conducive to learning, leading to improved student attendance, better hygiene practices, increased teacher motivation, and strengthened trust of parents and the community.



Fire Safety Week Awareness Program

During the observance of Fire Safety Week, a community awareness program was successfully organized at Suman Nagar with active participation from local residents. The initiative was conducted under the aegis of ITC Mission Sunehra Kal, in collaboration with its partner organization Shri Bhuvaneshwari Mahila Ashram Pratham Foundation and IGD (Integrated Grassroots Development).

The primary objective of the program was to raise awareness about fire safety measures, prevention techniques, and emergency response strategies among community members. The session focused on educating participants about common causes of fire accidents, safe handling of flammable materials, and the importance of timely action during emergencies.

Community members, including women and youth, actively participated in the session. Demonstrations and interactive discussions were conducted to ensure better understanding of fire safety practices. The program also emphasized the importance of preparedness, use of basic fire safety equipment, and maintaining calm during fire-related emergencies.

The collaborative effort of all organizations played a vital role in mobilizing the community and delivering impactful awareness. The program concluded with a strong message on safety, responsibility, and collective action to prevent fire hazards in the community.



Fire Safety Week Awareness Program

Tree Plantation Drive on the Occasion of Harela Utsav

On the occasion of **Harela Utsav**, a tree plantation drive was organized at **GPS Aneeki School** with the objective of promoting environmental conservation and raising awareness about the importance of greenery.

During the activity, a total of 7 saplings were planted within the school premises. The plantation drive aimed to encourage students and community members to take responsibility for protecting the environment and to understand the significance of trees in maintaining ecological balance.

Participants actively took part in planting and nurturing the saplings, showing enthusiasm and commitment towards a greener future. The initiative also served as an educational opportunity for students to learn about environmental sustainability and the importance of preserving natural resources.

The program concluded with a message emphasizing collective responsibility in protecting and nurturing the environment for future generations.



Tree Plantation Drive on the Occasion of Harela Utsav

World Earth Day Celebration (22 April)

On the occasion of World Earth Day (22 April), awareness activities were conducted under ITC Mission Sunehra Kal in collaboration with Shri Bhuvaneshwari Mahila Ashram (SBMA) across GPS Rawali, Jamalpur Kalan, and GPS Navodaya Nagar schools. The sessions focused on educating students about the importance of water conservation, environmental protection, and tree plantation. Interactive discussions encouraged children to understand their role in protecting nature and adopting sustainable practices in daily life. The program witnessed active participation from students, helping to build awareness and a sense of responsibility towards creating a cleaner, greener, and more sustainable future.



World Earth Day Celebration (22 April)

District Education Officer Visit

The District Education Officer (Basic) visited Government Primary School Anneki to review the infrastructure and renovation work carried out by SBMA in collaboration with ITC Mission Sunehra Kal (ITC_MSK). During the visit, detailed discussions were held regarding the construction and improvement initiatives undertaken to enhance the school environment, including better infrastructure, cleanliness, and safety measures. The officer appreciated the quality of work and acknowledged it as a commendable effort towards creating a more conducive and child-friendly learning environment.



District Education Officer Visit

Visit of District Education Officer (Basic) to GPS Rawali Mahdood No. 1

The District Education Officer (Basic), Mr. Amit Kumar Chand, visited Government Primary School Rawali Mahdood No. 1, where he conducted a detailed inspection of all classrooms and overall school functioning. During the visit, he reviewed the school improvement works carried out under ITC Mission Sunehra Kal, including the upgraded infrastructure, toilet block, and MDM shed. The officer appreciated the quality and impact of the work being implemented, acknowledging it as a significant step towards enhancing the school environment. The team from Pratham Education Foundation was also present during the visit, contributing to the overall discussion and review of ongoing initiatives.



Camp Visit by District Basic Education Officer (28 April 2026)

Inauguration Ceremony of Renovated Schools and Anganwadi Centres

A grand inauguration ceremony was organized on 07 May 2026 at Government Primary School, Rawali Mahdood-I under the support of ITC Mission Sunehra Kal and implementing partner Shri Bhuvneshwari Mahila Ashram (SBMA). The programme aimed to strengthen educational infrastructure and provide a better learning environment for children in rural communities.

During the programme, renovated infrastructure and development works of **5 educational and Anganwadi institutions** were inaugurated, including:

- Government Primary School Puranpur
- Government Primary School Salempur-I
- Government Primary School Rawali Mahdood-I
- Anganwadi Centre Sitapur
- Anganwadi Centre Noorpur Panjanhedi
- Anganwadi Centre Jamalpur Kalan-I

The event was attended by more than **250 participants**, including government officials, teachers, students, Anganwadi workers, community members, parents, and representatives from partner organizations.

The chief guests of the programme included:

- Madan Kaushik, Cabinet Minister
- Adesh Chauhan, MLA Ranipur
- Amit Kumar Chand, District Education Officer
- Dharmveer Singh, District Programme Officer
- Pramod Pal, Gram Pradhan

The inauguration ceremony reflected a strong collaboration between government departments, CSR initiatives, and community organizations for strengthening rural education and Anganwadi infrastructure in Haridwar district.



Inauguration Ceremony of Renovated Schools and Anganwadi Centres

Visit and Inspection of Government Primary School, Jwalapur No- 4

On 13 June 2026, Mr. Pamesh Kumar, CSR Head, ITC Mission Sunehra Kal, along with the project team, visited and inspected Government Primary School, Char Jwalapur.

During the visit, the ongoing school renovation and development work was reviewed. After the inspection, the following key suggestions were given to improve the school infrastructure:

1. Plastering, putty work, and quality painting of the rear boundary wall.
2. High-quality waterproofing of the school roof.
3. Construction of a Principal's Room with a proper roof slab.
4. Installation of quality tiles in the school veranda.
5. Construction of disability-friendly ramps near classrooms and toilets.
6. Installation of new windows of appropriate size and replacement of old damaged windows.
7. Proper slope and drainage system in the veranda to prevent waterlogging during rains.
8. Renovation of toilets and replacement of old urinals.

Conclusion

The CSR Head emphasized that the school should be developed as a model learning environment. All renovation and construction work should be completed within the planned timeline while maintaining high quality standards. The school should provide a clean, safe, attractive, and child-friendly environment that supports better learning for students.



Visit and Inspection of Government Primary School, Jwalapur No- 4

Industrial Safety Awareness Program through Nukkad Natak at ITC Campus

On 20 June 2026, Shri Bhuvneshwari Mahila Ashram (SBMA) under the aegis of ITC Mission Sunehra Kal (MSK) organized an **Industrial Safety Awareness Program** in the form of a **Nukkad Natak** at the ITC Campus, Haridwar. The objective of the program was to enhance awareness among ITC employees regarding workplace safety practices and to promote a culture of accident prevention.

The play creatively highlighted various aspects of industrial safety, including Machine Safety, Slip and Trip Hazards, Cut Injuries, Lockout-Tagout (LOTO) System, Electrical Safety, Safe Behaviour at Workplace, and Working at Height. Through engaging performances and practical examples, the artists demonstrated how negligence and unsafe practices can lead to accidents and injuries in industrial settings.

In addition to workplace safety, the program also emphasized the importance of Home Safety, Road Safety, and Environmental Awareness, encouraging employees to adopt safe practices not only at work but also in their daily lives. The performers used relatable scenarios and interactive dialogues to effectively communicate key safety messages.

The employees actively participated in the program and appreciated the innovative approach of spreading awareness through a street play. The session helped reinforce the significance of following safety protocols, using personal protective equipment (PPE), reporting hazards, and maintaining a safe working environment.

The program concluded with a pledge by the participants to prioritize safety in all aspects of their lives and contribute towards creating a safer and healthier workplace. The initiative successfully strengthened awareness about industrial safety and encouraged positive behavioral changes among the employees..

"Safety is not just a rule; it is a responsibility shared by everyone."



Industrial Safety Awareness Program through Nukkad Natak at ITC Campus

Cleanliness Drive

On 6th April 2026, a cleanliness drive was organized under ITC Mission Sunehra Kal in collaboration with Shri Bhuvaneshwari Mahila Ashram and ITC-MSK Partners, as per the directions of the District Magistrate.

A total of 35 participants actively took part in the drive. Around 50 kg of waste was collected and properly disposed of, contributing to a cleaner environment.

The activity successfully promoted awareness on cleanliness and encouraged community participation towards maintaining hygiene and sanitation.



Cleanliness Drive

Cleanliness Drive on the Occasion of Hanuman Jayanti

On the auspicious occasion of **Hanuman Jayanti**, a cleanliness drive was organized at **Siddh Peeth Hanumangarhi** in Kankhal. The initiative aimed to promote cleanliness, hygiene, and environmental responsibility at a prominent religious site visited by a large number of devotees.

During the drive, participants actively engaged in cleaning the temple area and surrounding areas. Waste materials were collected and disposed of properly to ensure a clean and safe environment for visitors. The activity saw enthusiastic participation from volunteers and community members, reflecting a strong sense of social responsibility and devotion. The initiative not only improved the cleanliness of the area but also spread awareness about the importance of maintaining hygiene in public and religious places.

The program concluded successfully with a message encouraging all devotees and local residents to continue practicing cleanliness and contribute towards a healthier environment.



Cleanliness Drive on the Occasion of Hanuman Jayanti

Swachh Survekshan Feedback Survey in Haridwar by SWM Team

The SWM Team conducted a Swachh Survekshan Feedback Survey in Nagar Palika areas of Haridwar to spread awareness about cleanliness and sanitation among citizens. During the campaign, the team interacted with local residents, shopkeepers, and community members regarding waste management, door-to-door waste collection, and the importance of maintaining clean surroundings.

A total of **500 feedback surveys** were successfully completed. Citizens were encouraged to participate in Swachh Survekshan activities and informed about proper waste disposal and segregation practices.

The survey helped increase public awareness about sanitation and strengthened community participation towards making the city cleaner and healthier.



Swachh Survekshan Feedback Survey in Haridwar by SWM Team

Cleanliness Drive at Shiv Dham, Shubhas Nagar

On 2 May 2026, a cleanliness drive was organized at Shiv Dham under the support of the SWM team. The activity was carried out with the participation of local community members to promote cleanliness and environmental awareness in the area.

During the drive, waste collection and cleaning activities were conducted in and around the premises to maintain a clean and healthy environment. Citizens were also encouraged to keep their surroundings clean and actively participate in sanitation-related activities.

The program was successfully coordinated by Sneh along with the support of 10 participants, making the cleanliness drive effective and impactful for the local community.



Cleanliness Drive at Shiv Dham, Shubhas Nagar

World Environment Day Celebration

On the occasion of World Environment Day, a Cleanliness Drive and Tree Plantation Program was successfully organized at Shiv Dham Swachhta Samiti Area, Subhash Nagar. The event was jointly organized by ITC Mission Sunehra Kal, Shivalik Nagar Municipality, Shri Bhuvneshwari Mahila Ashram, and Blue-Sky Recycling with the objective of promoting environmental conservation, community cleanliness, and green development.

The program witnessed the participation of several dignitaries and community members, including Mr. Tariq Khan, Executive Officer of Shivalik Nagar Municipality; Mr. Ujjwal Sharma from ITC Mission Sunehra Kal; Mr. Manish Yadav from Blue Sky Recycling; Dr. Pant and Mr. Ranjeet Kaintura from Shri Bhuvneshwari Mahila Ashram; Mr. Rakib and Mr. Abhishek from Bandhan Foundation, along with local residents and other stakeholders.

As part of the initiative, a cleanliness drive was conducted in the Shiv Dham area, where participants actively engaged in cleaning public spaces and spreading awareness about the importance of maintaining a clean environment. Following the cleanliness activity, tree plantation was carried out to enhance green cover and encourage environmental sustainability. Participants were also sensitized about the importance of protecting and nurturing planted saplings for long-term ecological benefits.

During the event, the dignitaries emphasized the significance of collective action in addressing environmental challenges. They encouraged community members to adopt environmentally responsible practices, maintain cleanliness in their surroundings, and contribute towards creating a greener and healthier future.

The program successfully generated awareness among community members regarding environmental protection and sustainable living practices. It also strengthened community participation in local environmental initiatives and reinforced the message that every individual has a vital role to play in preserving natural resources for future generations.

The event concluded with a collective pledge by all participants to continue supporting cleanliness initiatives and tree plantation efforts in their communities, thereby contributing towards a cleaner, greener, and more sustainable environment.

“Cleanliness and greenery are the foundation of a healthy and prosperous future.”



World Environment Day

Cleanliness Drive at Rishikul Chowk, Haridwar

In compliance with the directions of the District Magistrate, Haridwar, and under the guidance of the District Disaster Management Officer (DDMO), a Special Cleanliness Drive was conducted on 17 June 2026 at Rishikul Chowk by the ITC Mission Sunehra Kal team with the support of Sanitary Inspector Mr. Sanjay Sharma and Mr. Rajesh. The initiative aimed to improve public cleanliness, promote responsible waste management, and encourage community participation in environmental conservation.

During the campaign, the team carried out an extensive cleaning operation in and around the Rishikul Chowk area and successfully collected **32 sacks of dry waste**, which were handed over to the Municipal Corporation for safe disposal and processing. The drive significantly improved the cleanliness of the area and reinforced the importance of maintaining clean public spaces.

The campaign witnessed enthusiastic participation from **Shri Bhuvneshwari Mahila Ashram (SBMA), Pratham Education Foundation, IGD, Lokmitra, and Bandhan Foundation**, whose teams actively contributed to the success of the initiative. The collective efforts of all stakeholders demonstrated a strong commitment towards building a cleaner, healthier, and more sustainable Haridwar.

The programme also served as a platform to spread awareness about cleanliness, waste segregation, and environmental responsibility, encouraging citizens to make cleanliness a daily habit and actively contribute towards the vision of a Swachh Haridwar.

Output: 32 sacks of dry waste collected and safely disposed of, improved cleanliness at Rishikul Chowk, strengthened stakeholder collaboration, and enhanced community awareness on sanitation and environmental sustainability.



Cleanliness Drive was conducted at Rishikul Chowk

Cleanliness Drive at Kashyap Ghat

Under the directions of the District Magistrate, Haridwar, and the guidance of the District Disaster Management Officer, Shri Bhuvneshwari Mahila Ashram (SBMA) in partnership with ITC Mission Sunehra Kal (MSK) organized a Special Cleanliness Drive at Kashyap Ghat, Haridwar.

The objective of the drive was to maintain cleanliness at the ghat, promote proper waste management practices, and create awareness among visitors and local residents regarding environmental conservation and public hygiene.

During the campaign, the project team actively cleaned the ghat area and collected approximately 35 bags of solid waste. The collected waste was handed over to the concerned sanitation personnel for proper disposal and further processing. Information regarding the cleanliness activity was also shared with the concerned sanitation authorities.

The initiative contributed to improving the cleanliness of the ghat and reinforced the message of community participation in maintaining a clean and healthy environment. The campaign also encouraged citizens to adopt responsible waste disposal practices and support the vision of a cleaner Haridwar.

"Clean Ghat, Clean Ganga, Clean Haridwar – Our Shared Responsibility."



cleanliness drive at Kashyap Ghat.

Cleanliness Drive and Tree Plantation on International Yoga Day

On the occasion of International Yoga Day, a cleanliness drive and tree plantation program was organized in Navodaya Nagar, Ward No. 13, Haridwar. The program was conducted through the joint efforts of the District Legal Services Authority, ITC Mission Sunehra Kal, Nagar Palika Parishad Shivalik Nagar, Shri Bhuvneshwari Mahila Ashram, local representatives, and community members.

During the cleanliness drive, a large amount of waste was collected from the area. A total of **64 bags of solid waste and one tractor trolley of waste** were gathered and handed over to Nagar Palika Parishad Shivalik Nagar for proper scientific disposal. The activity helped improve the cleanliness of the locality and encouraged community participation.

As part of the environmental awareness initiative, **11 saplings were planted by Mrs. Simranjit Kaur, Civil Judge and Secretary of the District Legal Services Authority.** Tree guards were also installed to ensure the protection and healthy growth of the plants.

The program highlighted the importance of cleanliness, environmental conservation, and community participation. Residents actively joined the campaign and pledged to keep their surroundings clean and green.

The event concluded successfully with a message that cleanliness and environmental protection are collective responsibilities and essential for building a healthy and sustainable society.



Cleanliness Drive and Tree Plantation on International Yoga Day

Cleanliness Drive Conducted at ITC Limited, SIDCUL on 25 June 2026

Today, 25 June 2026, a special cleanliness drive was organized at the ITC Limited, SIDCUL campus under the guidance of the District Magistrate, Haridwar. The campaign was conducted by ITC Mission Sunehra Kal and its partner organizations under the leadership of the Human Resources Head of ITC Limited.

During the drive, ITC officials and employees actively participated in cleaning activities across the campus. The initiative aimed to promote the message of a clean, healthy, and safe workplace while encouraging employees to adopt cleanliness as a daily habit.

Participants enthusiastically contributed to the campaign and demonstrated their commitment towards maintaining a clean environment. The activity also highlighted the importance of collective efforts in achieving the vision of a Swachh Haridwar.

The program concluded with a pledge by all participants to continue supporting cleanliness initiatives and inspire others to keep their surroundings clean and hygienic. The campaign reinforced the message, **“Swachhta Hi Seva, Swachhta Hi Sanskar”**, and encouraged everyone to contribute towards a cleaner and healthier society.



Cleanliness Drive Conducted at ITC Limited, SIDCUL

Cleanliness Drive at Kashyap Ghat (27 June 2026)

On 27 June 2026, a special cleanliness drive was organized at Kashyap Ghat, Haridwar under the campaign "Cleanliness is Service, Cleanliness is Culture".

The activity was conducted in compliance with the directions of the District Magistrate, Haridwar, under the leadership of the District Disaster Management Officer. The campaign was supported by Sanitary Inspector Mr. Sanjay Sharma and Sanitation Supervisor Mr. Gopal of the Municipal Corporation, Haridwar. The drive was jointly implemented by ITC Mission Sunehra Kal and Shri Bhuvneshwari Mahila Ashram.

Representatives from ITC, Aryan Mishra and Yashvanshi Kesarwani, actively participated in the cleanliness drive. They encouraged everyone to maintain clean workplaces, clean public spaces, and protect the environment.

The campaign helped spread awareness about the importance of cleanliness and inspired people to make cleanliness a daily habit. The initiative contributed towards the vision of a **Clean, Healthy, and Beautiful Haridwar**.



Cleanliness Drive at Kashyap Ghat

Inspection at Shiv Temple, Katarpur

On 5 May, a inspection was conducted by Ranjeet Sir at Shiv Mandir. During the visit, he met with the temple committee president and discussed ways to keep the temple area clean, beautiful, and environment-friendly.

During the inspection, the drum composter provided by ITC was also reviewed. Organic waste and flowers collected from the temple are being used to prepare compost successfully. This initiative is an important step under the “Green Temple” campaign for cleanliness and environmental protection.

The temple committee and local people are actively supporting this effort, helping to make the temple area cleaner, greener, and more inspiring for visitors.



Inspection at Shiv Temple, Katarpur

Awareness Program at Hanuman Temple

On 2 May, devotees at Hanuman Mandir were made aware about proper waste management in the temple premises. During the awareness session, devotees were requested to keep plastic waste, polythene, bottles, and other dry waste separate from flowers and organic waste generated in the temple.

They were informed that flowers and organic waste collected from the temple are used to prepare compost, which supports environmental protection. Mixing plastic and other waste with organic waste affects the composting process and harms the environment.

All devotees were encouraged to dispose of waste in separate designated bins and support efforts to keep the temple premises clean, beautiful, and eco-friendly.



Awareness Program at Hanuman Temple

Visit and Discussion on Green Temple Initiative at Mansa Devi Temple

Today, Rahul Sir and all accompanying members were given a visit of Mansa Devi Temple. During the visit, they were informed in detail about the various activities being carried out under the Green Temple initiative.

The team also learned about the efforts and experiences from the initial phase of the Green Temple program. Rahul Sir shared insights about the early challenges, cleanliness and waste management efforts in temples, and the importance of creating environmental awareness among devotees. He explained that continuous awareness, support from temple committees, and active participation of devotees are key to making the Green Temple initiative successful. His experiences and suggestions provided valuable learning and inspiration to all the members.



Visit and Discussion on Green Temple Initiative at Mansa Devi Temple

FL Training Program for THP+ Women

Under the THP+ (Targeting Hardcore Poor) initiative, a Financial Literacy (FL) Training Program on bank schemes was successfully conducted for women across three villages—Bhogpur (33 participants), Kunheri (44 participants), and Badshapur (32 participants). The program aimed to strengthen financial inclusion by enhancing women's understanding of banking services, government schemes, savings practices, and access to credit through Self-Help Groups (SHGs). Participants were guided on practical aspects such as opening bank accounts, utilizing schemes, and managing finances effectively to support sustainable livelihoods. The training witnessed active participation and contributed to empowering women with essential financial knowledge for improving their socio-economic status.



THP+ Financial Literacy Training

THP+ Women Visit by SBMA Project Manager

On 17th April 2026, a field visit of THP+ women were conducted in Padartha Dhanpura. The purpose of the visit was to interact with women beneficiaries, review their ongoing activities, and understand their progress in livelihood initiatives.

The visit provided an opportunity to engage directly with the women, address their challenges, and motivate them towards active participation in development programs. The interaction helped in strengthening community connection and ensuring better implementation of project activities.

The visit concluded successfully with positive participation and feedback from the women.



THP+ Women Visit

SHG Women Certificate Distribution Program

On 17th April 2026, a certificate distribution program was organized in collaboration with the District Industries Department in Padartha Dhanpura. During the program, Artisan Cards (certificates) were distributed to SHG women to recognize their skills and support their livelihood opportunities.

Women associated with ITC Mission Sunehra Kal and Shri Bhuvaneshwari Mahila Ashram (SBMA) participated in the program. Officials from the RIP project, the District Project Manager (DPM), and Askar Ali from the Reserve Bank of India, along with other dignitaries, were present.

The program successfully encouraged and empowered SHG women by providing formal recognition and enhancing their access to livelihood support systems.



SHG Women Certificate Distribution Program

IFAD MTR Mission Team Visit at Waste Flower Unit

On 23/05/2026, the IFAD MTR Mission team visited and inspected the Waste Flower Unit operated under Swagat CLF in Bahadrabad Block, Haridwar. During the visit, the team observed various activities of the unit, including the production process, product quality, packaging system, and participation of women members.

Women from the Self-Help Groups explained the functioning of the Waste Flower Management Unit, product preparation, marketing activities, and income generation process. They shared that this initiative has provided them with regular employment opportunities and helped them become financially independent.

The mission team appreciated the group's discipline, cleanliness, work management, and product quality. They also suggested improving production capacity, modern packaging, and better market linkages for future growth.



IFAD MTR Mission Team Visit at Waste Flower Unit

The team expressed satisfaction with the overall work of the unit and encouraged the group to continue maintaining high-quality work in the future. Officials, block team members, CLF staff, SHG women, and other representatives were present during the visit.

Enterprise Support to SHG Women through NRLM

On 19 June 2026, four women members of Self-Help Groups (SHGs) associated with ITC Mission Sunehra Kal (MSK) in Danpura received financial assistance through the National Rural Livelihood Mission (NRLM) for enterprise development.

A total amount of ₹90,000 was provided to the four beneficiaries to support and expand their livelihood activities. The financial assistance will help the women strengthen their existing enterprises or start new income-generating activities, thereby improving their economic condition and self-reliance.



Enterprise Support to SHG Women through NRLM

The ITC Mission Sunehra Kal team facilitated the credit linkage process by guiding and coordinating with the SHG members and relevant institutions. This support enabled the beneficiaries to access financial resources for their enterprises.

The initiative is expected to enhance women's entrepreneurship, increase household income, and contribute to sustainable livelihood development in the community. It also reflects the importance of institutional convergence and financial inclusion in empowering rural women.

Field Visit by Yashvanshi Kesarwani (29 June 2026)

On 29 June 2026, Yashvanshi Kesarwani from ITC Mission Sunehra Kal conducted a comprehensive field visit to review the progress of various project interventions being implemented by Shri Bhuvneshwari Mahila Ashram (SBMA).

The visit began with a review of the field plan at the SBMA office, followed by visits to Shiv Shakti Dham Temple and Shiv Mandir, Shivalik Nagar under the Green Temple Initiative. Discussions were held with temple stakeholders to review ongoing activities, environmental practices, and flower waste management initiatives. The visit also included documentation of project activities.

At Shiv Ratan City, Navodaya Nagar, the progress of the Solid Waste Management project was reviewed. Interactions were held with Mohalla Committee members and community residents to understand the impact of home composting and community participation. The functioning of

the Cluster Composter and Material Recovery Facility (MRF) Centre was also observed, and the implementation of waste management activities was monitored.

The visit continued at Government Primary School, Navodaya Nagar, where the recently completed school renovation works were inspected. The review included the newly constructed Boys' Toilet, Girls' Toilet, and CWSN (Children with Special Needs) Accessible Toilet, highlighting efforts to improve sanitation infrastructure and create an inclusive learning environment.

At Saras Kendra, Missarpur, interactions were held with Self-Help Group (SHG) members. The visit included a review of the Financial Literacy Module, observation of the Agarbatti and Dhoop Batti production process, and discussions on the progress of micro-enterprises and livelihood activities. Special attention was given to enterprises being managed by ultra-poor women and their economic progress.

The field visit concluded at the THP+ Project in Dhanpura, where meetings were conducted with THP+ women beneficiaries. Discussions focused on credit linkage, the progress of micro-enterprises, livelihood improvement, and the overall impact of the project. Beneficiaries also shared their experiences and progress achieved through the initiative.

Overall, the field visit provided an opportunity to assess project implementation, interact with community members and beneficiaries, review ongoing activities, and identify opportunities for further strengthening interventions in education, solid waste management, livelihood, and THP+ initiatives.