



NADUPPATHY COMMUNITY UNITES FOR MARIGOLD CULTIVATION UNDER PROJECT AADI AND KISAN SHAKTI

Oleevia Foundation marked another significant milestone in Project Sanjeevini through a community-driven marigold cultivation initiative implemented under Project Aadi and Project Kisan Shakti. The activity witnessed enthusiastic participation from Naduppathy tribal residents, including women, youth, elders, and small children. More than an agricultural activity, the plantation drive became a symbol of collective ownership, sustainable livelihood development, and the community's shared vision for a prosperous future.

Cultivating Livelihoods Through Community Farming

The marigold cultivation project was designed as a sustainable livelihood intervention aimed at creating future income opportunities for tribal families. Community members actively participated in land preparation, bed formation, seed sowing, and field management activities. Through direct involvement in every stage of cultivation, participants gained practical exposure to agricultural practices while strengthening their confidence in community-led farming initiatives and livelihood generation.



Engaging the Next Generation in Agriculture

One of the most inspiring aspects of the initiative was the participation of small children from Naduppathy. Their involvement transformed the activity into a learning experience that fostered environmental awareness, responsibility, and appreciation for agriculture from an early age. By engaging children alongside adults, the project strengthened intergenerational learning and encouraged the preservation of farming traditions while building a sense of pride and ownership towards community development.



Building Social Capital and Community Ownership

The plantation activity demonstrated the power of collective action. Families worked together towards a common goal, reinforcing social bonds and strengthening community participation. Such initiatives help create a culture of cooperation, shared responsibility, and mutual support, which are essential foundations for long-term development. The project also enhanced the community's confidence in managing and sustaining future livelihood initiatives independently.



Creating Long-Term Impact Through Visionary Leadership

The success of the initiative reflects the vision of Shri Krishnakumar K. T., CMD, Oleevia Group, who believes that sustainable development begins with empowering communities to become active participants in their own growth. Under his guidance, Project Aadi and Project Kisan Shakti continue to create opportunities that combine livelihood generation, environmental stewardship, and community empowerment.

Program Spotlight

- Promoted sustainable livelihood opportunities through community-based agriculture.
- Strengthened community ownership and participation in development activities.
- Encouraged environmental awareness and agricultural engagement among children.
- Enhanced social cohesion, teamwork, and collective responsibility within the community.

SDGs Targeted:

