

WHERE HOPE TOOK ROOT

Bhoomi Pooja & Launch of Phase 1 – Project Sanjeevini, Naduppathy

With reverence, hope, and collective intent, Oleevia Foundation commenced Phase 1 of Project Sanjeevini through the Bhoomi Pooja at Naduppathy, marking the formal beginning of the Naduppathy Village Adoption Project. The sacred ritual symbolized gratitude to nature and a solemn promise to nurture lives, livelihoods, and landscapes. It marked the planting of purpose, faith, and unwavering commitment into the soil of transformation.

A Collective Oath for a Shared Future

In a deeply moving moment, the Oleevia team, Sanjeevini SHG members, and Naduppathy residents together took an oath to collectively develop the village, protect its resources, and build a self-reliant future. This symbolic pledge represented unity, accountability, and shared ownership of the journey ahead. The oath reaffirmed that Project Sanjeevini is not charity, but a partnership built on trust, dignity, and long-term commitment.



When Soil Met Determination for Success

Following the Bhoomi Pooja, farm land tilling operations began, transforming untouched earth into fertile ground for possibility. The rhythmic movement of machines and human effort echoed determination, resilience, and hope. Each furrow created represented an opportunity for growth, income, and dignity. It was not merely land preparation—it was the first physical manifestation of Oleevia Foundation's promise to the people of Naduppathy.



Sowing Knowledge, Cultivating Futures

The sowing of til (sesame) as an intercrop marked the project's commitment to sustainable agriculture and livelihood generation. On this occasion, Shri Prasad A A, Vice President, Oleevia Multi-State Agro Cooperative Society, conducted an insightful session on modern farming techniques, crop planning, and sustainable practices



The First Step of a Living Legacy

This sacred beginning marks the foundation of a comprehensive tribal development model integrating agriculture, livelihood creation, youth empowerment, education, and cultural preservation. As seeds settle into the soil, so does Oleevia Foundation's enduring commitment to Naduppathy. Project Sanjeevini stands as a living promise –one that will grow, flourish, and inspire generations, transforming a village into a beacon of sustainable development.



Program Spotlight

- **Bhoomi Pooja marking the launch of Phase 1**
- **Collective oath with SHG members and village residents**
- **Farm land tilling and field preparation**
- **Training on modern farming techniques by Shri Prasad A A**
- **Sowing of til (sesame) as intercrop**

SDGs Targeted:

