



100

NOT A NUMBER
A MILESTONE OF PURPOSE

PROJECT SANJEEVINI

Naduppathy Village Adoption

Oleevia Foundation's 100th Project

A Village Adopted | Livelihoods Reimagined | Dignity
Restored | Hope Made Sustainable



Project Aadi: A Vision Rooted in Adoption

Project Sanjeevini is a flagship initiative under Oleevia Foundation's parent program, Project Aadi, which focuses on long-term, sustainable community adoption. Through this initiative, Oleevia Foundation has formally adopted the Naduppathy Tribal Settlement at Walayar, Palakkad, committing to holistic development rather than short-term interventions. The project reflects Oleevia's belief that true transformation occurs when communities are empowered, supported, and partnered with over time.

Naduppathy Adoption: A Commitment Beyond Charity

The adoption of Naduppathy is not symbolic—it is a structured developmental commitment. Oleevia Foundation aims to address livelihood, education, mobility, and youth empowerment in an integrated manner. By working closely with the tribal community, local governance, and government departments, Project Sanjeevini establishes a replicable model of tribal development rooted in dignity, participation, and sustainability, ensuring that progress is community-owned and culturally respectful.



Sanjeevini SHG: Strengthening Livelihoods Collectively

A cornerstone of the initiative is the formation of the Sanjeevini Self Help Group (SHG), created to enhance livelihood opportunities for individuals of Naduppathy. The SHG serves as a collective platform for financial inclusion, skill development, and income generation. By placing community members at the center of decision-making, the SHG ensures ownership, accountability, and long-term economic resilience for tribal families.

Sustainable Farming: First Phase Rollout

Under the first phase of the farming project, Oleevia Foundation plans cultivation across 7.5 acres of land, focusing on flowers, jackfruit, and sesame. This initiative is being implemented in collaboration with the State Horticulture Mission (SHM) and the Agriculture Department, Government of Kerala, through Sanjeevini SHG. The project combines traditional knowledge with institutional support to ensure sustainable agricultural income.



Leadership Announcements that Create Impact

During the event, CMD Shri Krishnakumar K T announced a transformative mobility initiative—sponsorship of an electric vehicle to address transportation challenges faced by the community, especially access to the National Highway. This will enable a smooth travel to the individuals of the community to access basic facilities.



Youth Empowerment Through Education and Sports

Project Sanjeevini extends beyond livelihoods to **youth development**. The project combines traditional knowledge with institutional support to ensure sustainable agricultural income. Our CMD also announced a job opportunity for a **Naduppathy tribal member** within the Oleevia Foundation, enabling local coordination and strengthening inclusive leadership in project implementation. Planned interventions include **PSC coaching** programs for tribal youth, aimed at improving access to government employment opportunities.



Culture, Community, and Celebration

The program proudly showcased traditional cultural performances by tribal members, celebrating identity, heritage, and expression. These performances reinforced cultural pride and community bonding. The event concluded with a grand community lunch, symbolizing unity, inclusiveness, and shared joy—an essential element of Oleevia Foundation's people-centric approach to development.



Governance Support and Collective Responsibility

The event was formally inaugurated with a Presidential Address by the elected Panchayat Member, who appreciated Oleevia Foundation's adoption model and assured local governance support. The collaboration between the Panchayat, government departments, and Oleevia Foundation highlights a strong public-community-institution partnership,



Program Spotlight

- **Adoption of Naduppathy Tribal Settlement under Project Aadi in the name of flagship Project Sanjeevini.**
- **Formation of Sanjeevini SHG for sustainable livelihoods**
- **7.5-acre farming project with institutional collaboration**
- **Electric vehicle sponsorship for tribal mobility**
- **Employment opportunity for a tribal member within Oleevia Foundation**

SDGs Targeted:

