



WORLD ENVIRONMENT DAY REINFORCES THE SPIRIT OF RESILIENCE AT NADUPPATHY

World Environment Day became a powerful reminder of resilience and sustainable development at Naduppathy Tribal Village under Oleevia Foundation's Project Sanjeevini. As part of livelihood enhancement efforts, the Foundation established marigold cultivation supported by a drip irrigation system. While unprecedented rainfall affected the initial crop, the experience provided valuable lessons in climate-responsive agriculture and strengthened the community's commitment towards sustainable farming practices.

Building Climate Adaptation Capacity

Development interventions often succeed not only through outcomes but through the knowledge and capabilities they create. The unexpected weather event exposed the community to real-world agricultural challenges and highlighted the importance of climate adaptation strategies. The experience enabled both the project team and local residents to better understand land preparation, drainage management, crop protection, and risk mitigation in changing environmental conditions.



Leadership that Inspires Action

A defining moment emerged through the inspiring leadership of Shri Krishnakumar K. T., CMD, Oleevia Group. His message, "We will keep planting saplings until they stand firm on the ground," transformed a temporary setback into a renewed sense of purpose. His vision reinforced a culture of perseverance and encouraged the team to view challenges as opportunities for learning, innovation, and long-term community development.

Strengthening Community Ownership

Rather than abandoning the effort, the team immediately mobilized resources to continue the initiative. Fresh marigold seeds were procured from Agro Seeds Farm, Coimbatore, and a new cultivation area was identified and prepared. The process actively involved community members, strengthening their participation and ownership of the project. This collective effort demonstrated the growing confidence and self-reliance emerging within Naduppathy through Project Sanjeevini.



Creating Lasting Value Beyond the Crop

The true value generated from this initiative extends beyond agricultural production. The project strengthened problem-solving abilities, improved understanding of sustainable farming practices, enhanced community participation, and built confidence to face future challenges. Most importantly, it instilled a mindset that development is a continuous journey.

Program Spotlight

- Enhanced climate resilience and adaptation awareness among community members.
- Strengthened community ownership and participation in agricultural activities.
- Improved practical knowledge of sustainable farming and land management.
- Demonstrated resilience and perseverance in the face of environmental challenges.

SDGs Targeted:

