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# GLOBAL IMPACT REVIEW

Sustainability & Impact  
Magazine

## RURAL INNOVATION & SUSTAINABLE LIVELIHOODS

Empowering Communities through  
Agriculture, Technology & Climate Solutions

### DR. CHANCHAL VERMA

Founder, Sandesh Foundation

### HIGHLIGHTS

• Understanding the 17  
Sustainable Development Goals

• CSR & NGO Partnership  
Models

• Rural Livelihood Success  
Stories

• Government Schemes  
Supporting SDGs

• Innovation & Startup  
Opportunities in Agriculture

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# 01 | Editor Notes: From Vision to Velocity

**“WELCOME TO**

**GLOBAL IMPACT REVIEW MAGAZINE”**



**Amit Kumar**  
**Editor**

As we cross the first quarter of the year, the global conversation has shifted from "what" the 17 Sustainable Development Goals (SDGs) are to "how" we can accelerate their delivery. In this issue, we bridge the gap between high-level policy and grassroots reality.

Our feature stories explore the transformative role of IFAD in rural development and the evolving synergy between CSR and NGO partnerships. Sustainability is no longer a peripheral corporate department; it is the core engine of modern business. From the DST seed funding empowering agritech startups to the academic rigor of India's top Agriculture and Forest Universities, we highlight the ecosystem driving rural innovation.

Beyond the data and policy, you will find our "Happy Movements" section—a reminder that at the heart of every statistic is a human story of resilience and positive change.

We hope this issue serves as both a roadmap and a catalyst for your own impact journey.



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# Understanding the 17 SDGs and Global Policy Directions

## Why the World's Development Agenda Matters More Than Ever



In 2015, countries around the world came together to adopt the 2030 Agenda for Sustainable Development, one of the most comprehensive global frameworks ever created. At its core are the 17 Sustainable Development Goals (SDGs), designed to tackle urgent challenges such as poverty, inequality, environmental decline, and social instability. Over the past decade, these goals have become a central reference point for policymakers, development institutions, corporations, and community organizations working toward inclusive and long-term progress.

### Understanding 17 Sustainable Development Goals Here

The SDGs function as an integrated roadmap, addressing interconnected economic, social, and environmental issues. Each goal contributes to building balanced and resilient societies.

1. **No Poverty** – End extreme poverty and

improve access to basic resources.

2. **Zero Hunger** – Achieve food security and promote sustainable agriculture.
3. **Good Health and Well-being** – Ensure healthy lives and accessible healthcare.
4. **Quality Education** – Provide inclusive, equitable, and lifelong learning opportunities.
5. **Gender Equality** – Empower women and eliminate discrimination.
6. **Clean Water and Sanitation** – Ensure safe water access and improved sanitation



**Amit Kumar**  
Editor, Global Impact Review Magazine

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- systems.
7. **Affordable and Clean Energy** – Expand renewable energy and reliable power access.
  8. **Decent Work and Economic Growth** – Promote productive employment and fair labour conditions.
  9. **Industry, Innovation and Infrastructure** – Strengthen resilient infrastructure and technological progress.
  10. **Reduced Inequalities** – Address social and economic disparities within and between nations.
  11. **Sustainable Cities and Communities** – Create safe, inclusive, and environmentally responsible urban spaces.
  12. **Responsible Consumption and Production** – Encourage efficient resource use and waste reduction.
  13. **Climate Action** – Strengthen global response to climate change risks.
  14. **Life Below Water** – Protect marine ecosystems and biodiversity.
  15. **Life on Land** – Conserve forests, wildlife, and natural habitats.
  16. **Peace, Justice and Strong Institutions** – Promote accountable governance and social stability.
  17. **Partnerships for the Goals** – Strengthen global cooperation and resource mobilization.

### Structural Challenges Slowing Progress

While global awareness of sustainable development has increased, structural barriers continue to affect implementation. Unequal economic systems, limited financial capacity in developing regions, and institutional gaps have hindered consistent progress. Climate vulnerability has further intensified pressures on

infrastructure, livelihoods, and public services. Additionally, the digital divide remains a major concern, as unequal access to technology limits the ability of some nations to adopt innovative development solutions.

#### **Emerging Global Policy Directions**

To accelerate progress, governments and development agencies are prioritizing new policy approaches. Financing sustainable development has become a major focus, with innovative instruments such as green bonds and blended finance models gaining attention. Climate resilience is another key priority, driving investments in renewable energy systems, sustainable agriculture, and disaster-prepared infrastructure.

At the same time, digital technologies and data-driven governance tools are transforming how development outcomes are measured and delivered. Collaborative partnerships involving

public institutions, private enterprises, academic organizations, and civil society groups are increasingly recognized as essential for achieving meaningful impact.

#### **A Decisive Decade for Action**

With only a few years remaining until 2030, the global community is entering a decisive phase. Achieving the SDGs will depend on stronger cooperation, inclusive growth strategies, and evidence-based policymaking that reflects local realities. Ultimately, sustainable development must move beyond global declarations and translate into tangible improvements in people's daily lives.

The 17 SDGs represent a shared blueprint for a fairer and more resilient future. Turning this vision into measurable outcomes will require sustained commitment, innovation, and collective responsibility across nations and communities worldwide.

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# Livelihood Opportunities & the Role of IFAD in Rural Development



Improving rural livelihoods is therefore a key pathway toward reducing poverty, strengthening food systems, and achieving the Sustainable Development Goals (SDGs). The International Fund for Agricultural Development (IFAD), a specialized United Nations agency established in 1977, plays a significant role in supporting rural communities through investments, policy support, and partnerships that promote sustainable rural transformation.

## The Importance of Rural Livelihoods

In many developing countries, agriculture remains the primary source of employment and income for rural populations. However, rural economies are evolving beyond traditional farming. Today, livelihood opportunities increasingly include:

- Agricultural value chains and agri-processing

- Rural entrepreneurship and small enterprises
- Renewable energy and climate-smart agriculture
- Rural tourism and ecosystem services
- Digital agriculture and technology-driven services.

## IFAD's Contribution to Rural Development

The International Fund for Agricultural Development (IFAD) focuses on investing in rural people, especially smallholder farmers, indigenous communities, women, and youth. Over the past decades, the organization has played a vital role in strengthening rural economies across the developing world.

Key global contributions include:

- Operations in over 90 countries worldwide
- More than US\$24 billion in loans and grants mobilized for rural development since its

establishment

- Programs reaching over 95 million rural people globally
- Projects generating nearly 195,000 rural jobs in recent years

These initiatives support sustainable agriculture, rural enterprises, and community-based development models that strengthen both livelihoods and resilience.

### **Expanding Livelihood Opportunities**

**Strengthening Agricultural Productivity**

Agriculture remains the backbone of rural economies. IFAD supports farmers through improved seeds, irrigation systems, training programs, and climate-smart agricultural practices.

For example, agricultural development programs in Vietnam supported by IFAD have helped around 40,000 households improve farm productivity by 14–20%, demonstrating how targeted investments can enhance both income and food security.

### **Promoting Rural Entrepreneurship**

Beyond farming, rural entrepreneurship is increasingly becoming a major source of income. IFAD encourages the development of farmer cooperatives, local agribusinesses, and value-chain enterprises that help farmers process, package, and market their products more effectively.

These initiatives create local employment opportunities and enable farmers to receive better prices by linking them directly with regional and global markets.

### **Financial Inclusion for Rural Communities**

Limited access to finance remains a key challenge in rural areas. Many smallholder farmers lack access to formal banking systems.

To address this gap, IFAD promotes microfinance programs, community savings groups, and rural credit systems. These financial mechanisms allow farmers and rural entrepreneurs to invest in agriculture, start small enterprises, and improve productivity.

### **Empowering Women and Youth**

Women play a vital role in rural economies. In many regions, between 45% and 80% of women in the labor force are engaged in agriculture.

However, they often face barriers in accessing land, finance, and training.

IFAD promotes gender-inclusive development by supporting women-led cooperatives, expanding financial access, and strengthening leadership opportunities for women and youth. These efforts help ensure that rural transformation is inclusive and sustainable.

### **Case Studies of Impact**

#### **Climate-Resilient Agriculture in India**

A climate-resilient agriculture project in Nagaland, implemented with support from IFAD and the Government of India, has reached 645 villages across nine districts and benefited approximately 118,000 rural households. The project strengthened agricultural infrastructure, improved market access, and enhanced climate resilience for farming communities.

#### **Climate-Resilient Rural Development**

Around 94% of IFAD's recent projects include climate adaptation measures, focusing on sustainable land management, water conservation, and climate-resilient farming techniques. These efforts help protect both livelihoods and ecosystems while ensuring long-term sustainability.

### **Policy Directions for the Future**

Strengthening rural livelihoods requires coordinated global and national action. Key policy priorities include:

- Investing in rural infrastructure such as roads, irrigation, and digital connectivity
- Strengthening agricultural value chains and market access
- Expanding rural financial inclusion and enterprise development
- Empowering women and youth through skills and entrepreneurship
- Integrating climate resilience into rural development strategies

### **Conclusion**

Rural development is fundamental to achieving inclusive and sustainable growth. By investing in smallholder farmers, rural entrepreneurs, and local communities, institutions such as IFAD demonstrate how targeted interventions can create meaningful livelihood opportunities.

**(Global Impact Review Magazine Feature)**



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## Advancing Gender Equality

# International Women's Day and the Global Commitment to SDG-5



**Dr. Chanchal Verma**  
Founder, Sandesh Foundation  
Delhi, India

International Women's Day, observed annually on 8 March, has become a powerful global reminder of the importance of equality, dignity, and opportunity for women. While the day celebrates achievements in leadership, innovation, and social transformation, it also highlights persistent gaps that continue to shape development outcomes worldwide. In the context of the global sustainability agenda, the observance is closely linked with Sustainable Development Goal 5 (SDG-5), which calls for gender equality and the empowerment of all women and girls by 2030.

Gender equality is not only a social objective but also a key economic and governance priority. According to international labour and development estimates, women represent nearly half of the global working-age population, yet their participation in formal labour markets remains significantly lower than that of men. Even where participation is improving, wage disparities continue across sectors. Studies suggest that women, on average, earn around 20 percent less than men globally, reflecting structural inequalities in employment opportunities, career progression, and access to resources. Political representation has also seen



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gradual progress. In recent years, women have occupied roughly one-quarter of parliamentary seats worldwide. While this marks a significant improvement compared to previous decades, leadership positions in both public and corporate institutions remain unevenly distributed. Greater representation is increasingly viewed as essential for inclusive policymaking, particularly in areas such as education, public health, environmental protection, and social welfare.

Education remains one of the strongest drivers of gender equality. Data from global education monitoring initiatives indicate that literacy rates among young women have risen substantially over the past generation. However, millions of girls still face barriers to completing secondary and higher education due to poverty, early marriage, limited infrastructure, or social norms. Expanding educational access has a multiplier effect, often leading to improved household income, better health outcomes, and increased civic participation.

Healthcare is another domain where women's contributions and challenges intersect. Women form a large share of the global healthcare workforce, particularly in nursing, community health services, and caregiving roles. Despite this, leadership and decision-making roles in health systems are still predominantly male in many regions. Strengthening gender balance in healthcare governance can enhance service quality and ensure that policies address diverse needs effectively.

Economic empowerment is increasingly

recognized as a catalyst for sustainable growth. Women entrepreneurs are creating enterprises across sectors such as digital services, agriculture, education, and social innovation. Access to financial services, digital tools, and skill development programmes has enabled many to contribute to employment generation and community resilience. Yet gaps in credit availability and market access remain significant obstacles in several developing economies.

Persistent challenges such as gender-based violence, workplace harassment, and unequal caregiving responsibilities continue to affect women's advancement. Addressing these issues requires coordinated policy reforms, stronger legal protections, and cultural shifts that promote shared responsibility and respect.

International Women's Day therefore serves as both a celebration and a call to action. Governments, institutions, and civil society organizations use this moment to promote dialogue, launch leadership initiatives, and strengthen commitments to inclusive development. Achieving SDG-5 will depend on sustained investment in education, economic inclusion, healthcare access, and governance reforms.

Advancing gender equality ultimately strengthens societies as a whole. When women have equal opportunities to learn, lead, and innovate, communities become more resilient, economies more dynamic, and development pathways more sustainable.

# Redefining CSR–NGO Partnerships for a Sustainable India



India's development landscape is undergoing a quiet yet meaningful transformation. As the country's economy expands across metropolitan centres and emerging industrial regions, businesses are rethinking how they contribute to social progress. Corporate Social Responsibility (CSR), once largely viewed as a compliance requirement, is increasingly being integrated into long-term strategic planning. Simultaneously, non-governmental organizations (NGOs) are evolving from short-term fundraising models toward structured partnerships that emphasize accountability, innovation, and measurable outcomes.

This shift reflects a broader change in mindset. Development conversations are no longer centred solely on financial support but on creating collaborative frameworks where NGOs function as credible implementation partners.

Organizations that can demonstrate focused expertise, operational transparency, and community impact are finding new opportunities to engage with corporate stakeholders.

## **The Funding Paradox in India's Social Sector**

India's annual CSR spending has remained substantial in recent years, creating a significant resource base for social initiatives. However, funding distribution often remains uneven. Well-established NGOs typically attract a larger share of corporate contributions due to their proven governance systems, experienced leadership, and strong reporting mechanisms. For smaller grassroots organizations, gaining visibility and trust can be challenging.

Many local NGOs face constraints related to compliance processes, limited institutional branding, and restricted access to corporate

networks. These factors sometimes prevent impactful community programmes from receiving the attention they merit. Yet corporate perspectives are gradually shifting. Increasingly, companies recognize the value of hyper-local insights, cultural understanding, and long-standing community relationships — qualities that grassroots organizations often possess. This growing recognition is encouraging more inclusive and impact-focused partnership models.

### **From Philanthropy to Strategic Engagement**

A new partnership approach is emerging that prioritizes structured collaboration over fragmented charitable initiatives. Forward-looking NGOs are adopting targeted intervention strategies, often described as a phased pathway from specialization to expansion.

The first step involves defining a clear thematic and geographic focus. Instead of proposing broad interventions across multiple sectors, organizations are concentrating on specific issues within well-defined communities. This clarity strengthens credibility and enables corporates to align funding with tangible objectives.

The second stage centres on pilot implementation. Short-duration projects allow both partners to assess operational efficiency, monitoring systems, and beneficiary engagement. Evidence generated during pilot phases — including data insights and stakeholder feedback — plays a crucial role in building long-term trust.

### **Strengthening Institutional Preparedness**

In India's evolving regulatory environment, organizational readiness has become a defining factor in securing CSR partnerships. NGOs are expected to maintain updated statutory registrations, financial transparency mechanisms, and structured documentation processes. Regular audits, digital record-keeping, and impact evaluation systems contribute to building institutional credibility.

**Emerging Opportunities and Innovative Pathways**

The CSR ecosystem is also being shaped by new



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platforms and financing mechanisms. Companies are increasingly encouraged to support development initiatives in regions where they operate, creating opportunities for locally rooted NGOs. Digital project marketplaces and structured CSR exchanges are enabling organizations to showcase initiatives to a wider audience beyond traditional networks.

**Collaboration as the Future of Social Impact**  
India's path toward inclusive growth will depend significantly on the strength of such partnerships. By prioritizing transparency, focused programme design, and measurable community outcomes, NGOs can transform limitations into strategic strengths. Ultimately, trust-based collaboration between corporates and social organizations will be essential in shaping a development model that is both equitable and enduring.

**Global Impact Review Magazine Feature**

# NGO PR Story 1 – Grassroot Development Initiative

## Sandesh Foundation Promoting Rural Innovation and Sustainable Livelihoods

### Standfirst:

Building stronger rural communities through awareness, environmental action, and inclusive social outreach, Sandesh Foundation continues to demonstrate how local initiatives can create lasting pathways for sustainable livelihoods.

### Community-Centric Vision

Since its establishment in 2014, Sandesh Foundation has been working closely with semi-rural and underserved communities to improve everyday living conditions through practical, people-focused initiatives. Guided by the leadership of Advocate Surender Singh and Dr. Chanchal Verma, the organization believes that meaningful rural development begins with

awareness, participation, and consistent grassroots engagement.

### Improving Rural Health Access

The foundation has supported multiple health awareness drives, free medical check-up camps, and participation in national immunization campaigns. These efforts have helped families understand preventive healthcare practices and access timely support, contributing to healthier and more resilient rural communities.

### Supporting Education and Dignity

Recognizing the link between education and long-term livelihood security, the organization has extended support to government school children by providing essential utensils under





the Mid-Day Meal framework. Seasonal outreach initiatives, including the distribution of clothing and blankets, have further strengthened its humanitarian connect with vulnerable households.

### **Women's Awareness for Livelihood Stability**

Women-focused awareness programs remain central to the foundation's outreach strategy. Through collaborative community sessions on hygiene, health literacy, and social rights, Sandesh Foundation has encouraged greater confidence and participation among women. Such initiatives gradually contribute to more stable household livelihoods and stronger self-help networks.

Environmental Responsibility at the Grassroots Promoting ecological responsibility, the organization regularly conducts tree plantation drives and youth engagement activities. These efforts not only enhance green cover but also inspire collective ownership of environmental sustainability within rural communities.

Crisis Response and Community Support During the COVID-19 pandemic, Sandesh Foundation extended door-to-door relief assistance by distributing essential supplies,

masks, and awareness materials. Local sanitization and testing support initiatives helped communities navigate the crisis while protecting both health and livelihood continuity.

### **Founder's Perspective**

"Grassroots change is not about large announcements but about consistent presence in people's lives. When communities feel informed, supported, and connected, they begin to shape their own path toward dignity and sustainable progress."

### **Impact Snapshot**

- Active grassroots outreach since 2014
- 300+ trees planted through community plantation drives
- Regular health camps and awareness sessions in semi-rural areas
- Relief support and safety awareness during COVID-19 crisis response
- Ongoing initiatives focused on education support and women's awareness

Through steady grassroots action and community trust-building, Sandesh Foundation reflects how localized social innovation can become a catalyst for sustainable rural transformation.

**(Global Impact Review Magazine Feature)**



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## NGO PR Story 2- Charvi Empowerment Society (CES)

# Cultivating Opportunity: How Women Across India Are Transforming Rural Livelihoods through Medicinal Mushroom Farming



Across rural India, women are increasingly exploring new livelihood opportunities that combine sustainability with entrepreneurship. While women have always played an essential role in agriculture, their work has often remained informal, underpaid, or confined to labour-intensive tasks. In recent years, however, innovative agricultural practices such as medicinal mushroom cultivation have begun to reshape this narrative. These activities require limited land, modest investment, and manageable infrastructure, making them accessible to women who may not have ownership of farmland or access to large financial resources.

Medicinal mushroom farming has emerged as a promising pathway for rural economic empowerment. With growing awareness of health-conscious diets and natural supplements,

demand for mushrooms has expanded steadily in both local and global markets. For rural households, this trend presents a practical opportunity. Mushroom cultivation can be carried out in small indoor spaces, requires relatively low water usage, and produces harvests within a short time frame. As a result, it offers women the flexibility to balance household responsibilities while generating independent income.

One organization contributing to this transformation is Charvi Empowerment Society (CES), which has implemented a structured initiative to promote mushroom-based livelihoods among rural women. Through targeted training and enterprise development support, the programme has enabled more than 1,500 women in different regions to establish small-scale ventures. These





efforts are not only improving household earnings but also fostering confidence, leadership, and community participation.

Women's economic participation has long been recognized as a catalyst for inclusive rural development. Research consistently indicates that when women gain financial independence, they are more likely to invest in education, nutrition, and healthcare for their families. This ripple effect strengthens social well-being and encourages long-term community progress. Mushroom cultivation exemplifies this impact by providing a practical and scalable model of entrepreneurship that fits within existing social and economic contexts.

The initiative focuses strongly on capacity building through hands-on learning. Participants are trained in essential cultivation techniques such as preparing growth substrates, maintaining optimal environmental conditions, and ensuring hygiene during production cycles. By introducing both edible and medicinal mushroom varieties, the programme helps women diversify their product offerings and respond to emerging market demand. Continuous technical guidance during the early stages ensures that participants can confidently manage their production units.

Financial literacy is another key component of the programme's approach. Women are

introduced to basic bookkeeping, cost planning, and savings strategies that enable them to view mushroom farming as a viable business rather than a supplementary activity. Exposure to microfinance options and government support schemes further strengthens their ability to scale operations and manage risks effectively.

To address challenges related to perishability, the initiative also promotes value addition through solar drying and improved packaging practices. These techniques help extend product shelf life and open new avenues for marketing. Women are encouraged to connect with local markets, restaurants, and small retailers, allowing them to build customer networks and negotiate fair prices.

Medicinal mushroom farming demonstrates how simple, climate-sensitive innovations can unlock meaningful opportunities in rural settings. By combining skill development, market access, and community engagement, initiatives like these illustrate the transformative potential of women-led entrepreneurship. As more women participate in sustainable agricultural ventures, they are not only strengthening their own futures but also shaping resilient and prosperous rural economies.

**(Global Impact Review Magazine Feature)**

# PM-KUSUM Scheme: Empowering Farmers through Solar Energy



The PM-KUSUM (Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahabhiyan) scheme is one of the most significant renewable energy initiatives launched by the Government of India to support farmers and promote sustainable agriculture. The scheme aims to provide energy security to farmers, reduce dependence on diesel pumps, and encourage the use of solar power in agriculture.

Launched by the Ministry of New and Renewable Energy (MNRE), Government of India, the scheme promotes installation of solar-powered irrigation pumps and decentralized solar power plants, helping farmers generate clean energy while improving agricultural productivity.

## Objectives of the PM-KUSUM Scheme

1. Promote the use of renewable solar energy in the agriculture sector.

2. Reduce farmers' dependence on diesel and grid electricity for irrigation.
3. Provide reliable power supply for irrigation in rural and remote areas.
4. Enable farmers to generate additional income by selling surplus solar power to the grid.
5. Contribute to environmental protection and reduction in carbon emissions.



**BALA DATT**  
Editor, Prakriti Darshan,  
Nature Magazine

## Key Components of PM-KUSUM Scheme

The scheme is divided into three major components designed to benefit farmers, cooperatives, and rural institutions.

| Component   | Description  | Target Capacity     |
|-------------|--|---------------------|
| Component A | Installation of decentralized grid-connected solar power plants on barren or fallow land | Up to 10,000 MW     |
| Component B | Installation of stand-alone solar agriculture pumps to replace diesel pumps              | 20 lakh solar pumps |
| Component C | Solarization of existing grid-connected agricultural pumps                               | 15 lakh pumps       |

### Major Scheme Highlights

- Farmers can install solar irrigation pumps ranging from 3 HP to 10 HP capacity.
- Subsidy up to 60% is generally provided jointly by the Central and State Governments.
- Farmers usually contribute only 10–40% of the total cost.
- Solar plants can be installed on barren or unused land, generating additional income for farmers.
- Farmers can sell surplus electricity to DISCOMs (electricity distribution companies).
- The scheme supports India's target of increasing renewable energy capacity.

### Financial Structure of the Scheme

| Funding Source      | Contribution       |
|---------------------|--------------------|
| Central Government  | Around 30% subsidy |
| State Government    | Around 30% subsidy |
| Bank Loan           | Around 30%         |
| Farmer Contribution | Around 10%         |

**(The exact subsidy structure may vary from state to state.)**

### Benefits for Farmers and the Environment

1. **Reduced Irrigation Cost**  
Solar pumps eliminate diesel expenses and reduce electricity bills.
2. **Reliable Water Supply**  
Farmers receive uninterrupted irrigation even in areas with poor electricity supply.
3. **Additional Income Source**  
Farmers can earn by selling excess solar power to the grid.
4. **Environmental Protection**  
Solar pumps reduce carbon emissions and support clean energy farming.
5. **Rural Energy Security**  
The scheme strengthens decentralized renewable

| Expected Impact of the Scheme   |  |
|---------------------------------|--|
| Indicator                       | Expected Impact                                |
| Renewable Energy Capacity       | Up to 30,800 MW                                |
| Solar Pumps Installation        | 35 lakh pumps                                  |
| Reduction in Diesel Consumption | Significant decline in agricultural diesel use |
| Farmer Income                   | Increased through power generation             |

energy systems in rural areas.

### Conclusion

The PM-KUSUM Scheme represents a transformative step toward integrating renewable energy with agriculture in India. By promoting solar-powered irrigation and decentralized solar plants, the scheme ensures energy security for farmers, reduces farming costs, and supports environmental sustainability. With increasing awareness and effective implementation, PM-KUSUM has the potential to revolutionize rural energy systems and contribute significantly to India's goal of clean energy expansion and sustainable agricultural development.

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# There's something special about our smiles...

## Happy Moments and Impact Gallery



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Happy Moments and Impact Gallery - In this column, we will include such wonderful photographs in each issue. You can email us your photographs. Email- [info@ globalimpactreview.com](mailto:info@globalimpactreview.com) Amit Kumar, Editor

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**Nature speaks to us a lot when we're alone.**

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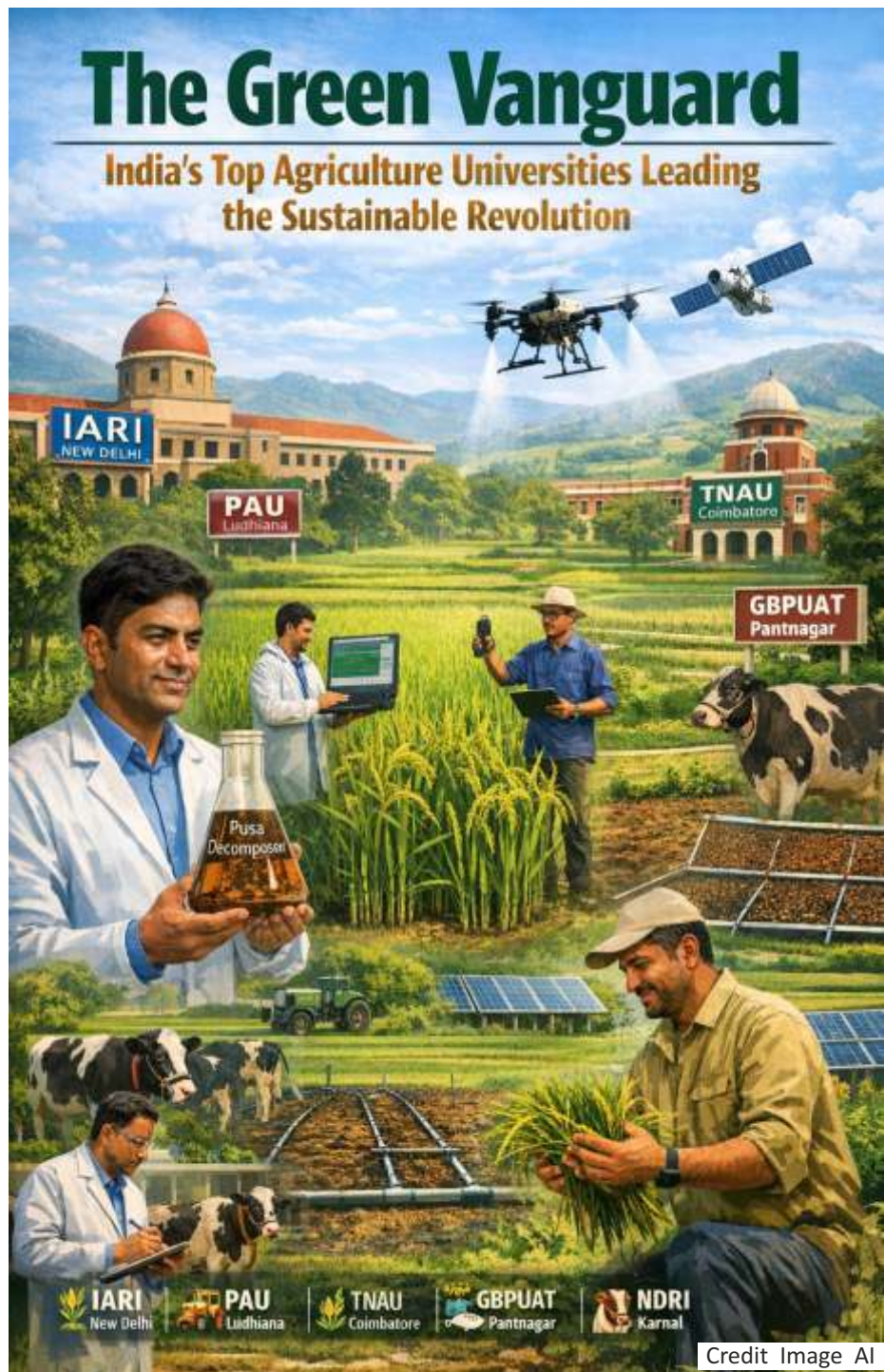
# The Green Vanguard: India's Top Agriculture Universities Leading the Sustainable Revolution

As India marches toward the vision of Viksit Bharat 2047, the agricultural landscape is undergoing a seismic shift. The focus has moved from "production at any cost" to sustainable, climate-resilient, and regenerative systems. Leading this transition are the country's premier agricultural universities, which are no longer just teaching farming but are engineering a future where food security and environmental health go hand-in-hand.

## 1. ICAR - Indian Agricultural Research Institute (IARI), New Delhi

NIRF 2025 Rank: 1  
Commonly known as the Pusa Institute, IARI remains the undisputed leader in agricultural innovation. In early 2026, the institute hosted the Pusa Krishi Vigyan Mela under the theme "Viksit Krishi – Atmanirbhar Bharat." \* Sustainability Focus: IARI is currently pioneering Regenerative Agriculture—a system designed to restore soil health and improve carbon sequestration.

- Key Initiative: The "Pusa Decomposer," a microbial solution that turns crop residue (paddy straw) into manure in just 20 days, is a cornerstone of their strategy to end stubble burning.
- 2026 Breakthrough: Launch of a



collaborative project with the SM Sehgal Foundation on advanced automation for sub-surface drip fertigation to maximize water-use efficiency.

## 2. Punjab Agricultural University (PAU), Ludhiana

**NIRF 2025 Rank:** 3 Once the cradle of the Green Revolution, PAU is now reinventing itself as a hub for Conservation Agriculture.

- **Sustainability Focus:** PAU is leading research into "Waste to Wealth," specifically using paddy straw for technical textiles and bio-energy.
- **Key Initiative:** The university has implemented a strict bio-pesticide protocol for Basmati rice, ensuring export-quality produce that is free from harmful chemical residues.
- **Strategic Move:** In 2026, the university reserved 10% of seats for rural students to ensure that sustainable farming knowledge returns directly to the grassroots.

## 3. Tamil Nadu Agricultural University (TNAU), Coimbatore

**NIRF 2025 Rank:** 6 TNAU is at the forefront of Precision Farming and digital agriculture in South India.

- **Sustainability Focus:** They are champions of the System of Rice Intensification (SRI) and the Sustainable Sugarcane Initiative (SSI), both of which drastically reduce water and seed requirements.
- **Key Initiative:** TNAU's Organic Farming Policy provides a dedicated certification and accreditation cell, helping local farmers transition to chemical-free farming.
- **Tech Integration:** Extensive use of AI and Drones for targeted pesticide application

(Precision Ag) to reduce chemical runoff into the environment.

## 4. G.B. Pant University of Agriculture & Technology (GBPUAT), Pantnagar

**NIRF 2025 Rank:** 9 As India's first agricultural university, Pantnagar continues to set benchmarks in Integrated Farming Systems (IFS).

- **Sustainability Focus:** Their model integrates crops, livestock, and fisheries to create a closed-loop system where waste from one component becomes fuel for another.
- **Key Initiative:** The Gulbali Institute partnership (2025-2026) focuses on climate-smart livestock management, including research on seaweed-based feed to reduce methane emissions from cattle.
- **Recent Achievement:** Secured a spot in the QS World Rankings in 2026, the first Indian agricultural university to do so, highlighting its global impact on sustainability.

## 5. ICAR-National Dairy Research Institute (NDRI), Karnal

**NIRF 2025 Rank:** 2 Sustainable farming isn't just about crops; it's about the livestock that supports them. NDRI is the pioneer in Sustainable Dairy Management.

- **Sustainability Focus:** Development of heat-tolerant indigenous cattle breeds to combat climate change.
- **Key Initiative:** Research into low-carbon dairy systems and methane reduction strategies in ruminants.

| Quick Reference: NIRF 2025/2026 Top Rankings |                                    |            |   |
|--|------------------------------------|------------|---|
| Rank   | University / Institute             | City       | Key Focus                                 |
| 01   | IARI (Pusa Institute)              | New Delhi  | Regenerative Ag & Climate-Resilient Crops |
| 02   | ICAR-NDRI                          | Karnal     | Sustainable Livestock & Dairy Excellence  |
| 03   | Punjab Agricultural University     | Ludhiana   | Conservation Ag & Waste-to-Wealth         |
| 06   | Tamil Nadu Agricultural University | Coimbatore | Precision Farming & Bio-technology        |
| 09   | G.B. Pant University (GBPUAT)      | Pantnagar  | Integrated Farming & Rural Extension      |

(Global Impact Review Magazine Feature)



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# DST Seed Funding: The Catalyst for India's Deep-Tech Renaissance



As India celebrates a landmark decade of the Startup India initiative in 2026, the landscape of innovation has shifted from simple service-based apps to high-impact Deep-Tech and Science-led entrepreneurship. At the heart of this transformation is the Department of Science & Technology (DST). Through its flagship NIDHI (National Initiative for Developing and Harnessing Innovations) program and the SEED (Science for Equity Empowerment and Development) division, the government is not just providing capital; it is de-risking the future of Indian science.

## From Idea to Prototype: The NIDHI-PRAYAS Advantage

The journey of a science-based startup is notoriously long. Unlike software, hardware and deep-tech require expensive labs and multiple iterations. This is where NIDHI-PRAYAS (Promoting and Accelerating Young and Aspiring

technology entrepreneurs) steps in.

In 2026, the focus has intensified on "Lab-to-Market" transitions.

- **The Grant:** Up to ₹10 Lakhs per innovator.
- **The Goal:** To translate an innovative idea into a tangible Proof of Concept (PoC) or a working prototype.
- **The Ecosystem:** Access to PRAYAS Shalas (Fab Labs) across India, where entrepreneurs can use high-end fabrication tools without the burden of capital expenditure.

Bridging the "Valley of Death" with NIDHI-SSS  
Once a prototype is ready, most startups hit the "Valley of Death"—the phase where they are too early for Venture Capital but too advanced for simple grants. The NIDHI-Seed Support System (NIDHI-SSS) is specifically designed to bridge this gap.

- **Investment Scale:** Financial assistance ranging from ₹25 Lakhs to ₹1 Crore.

- **Strategic Structure:** Funding is typically provided through Convertible Debentures (CCD) or equity-linked instruments, ensuring the government becomes a partner in the startup’s growth.
- **Key Focus Areas for 2026:** In line with national priorities, preference is currently given to startups in Agri-Tech, Clean Energy (Hydrogen Mission), and Space-Tech.

**Expert Insight:** "In 2026, the DST has refined the Seed Support process to be milestone-driven. This ensures that startups receive tranches based on technical validation and market trials, reducing the burn rate while maximizing impact."

**2026 Frontiers: The RDI Scheme & National Quantum Mission**

Under the vision of Viksit Bharat 2047, the DST has launched the Research Development and Innovation (RDI) Scheme. This is a transformative initiative aimed at financing cutting-edge projects of high strategic importance.

- **Deep-Tech Fund of Funds:** A new mechanism to encourage private sector participation in high-risk research.
- **Quantum Startups:** Through the National Quantum Mission (NQM), DST is now providing specialized funding for startups working on quantum computing, communication, and sensing—positioning India as a global leader in the "Next Tech" wave.

**The SEED Division:** Science for Societal Impact While NIDHI focuses on commercial technology, the SEED (Science for Equity Empowerment and Development) division addresses the grassroots. In early 2026, the launch of Mission सङ्कल्प-SANKALP highlighted a unique funding path for social-impact innovators.

- **Focus:** Technology delivery for the "Last

Mile"—benefiting rural youth, women entrepreneurs, and the agricultural sector.

- **Collaborative Funding:** Support for NGOs and foundations (like those registered under Darpan) that utilize science and technology for community rehabilitation and welfare.

**Startups to Watch: The DST Hall of Fame**

The impact of DST seed funding is best seen in the success of its alumni. By early 2026, four DST-supported startups have achieved Unicorn Status, including:

1. Ather Energy (Sustainable Mobility)
2. ideaForge (Drones & Surveillance)
3. QuNu Labs (Quantum Security)
4. Offgrid Energy Labs (Advanced Battery Tech)

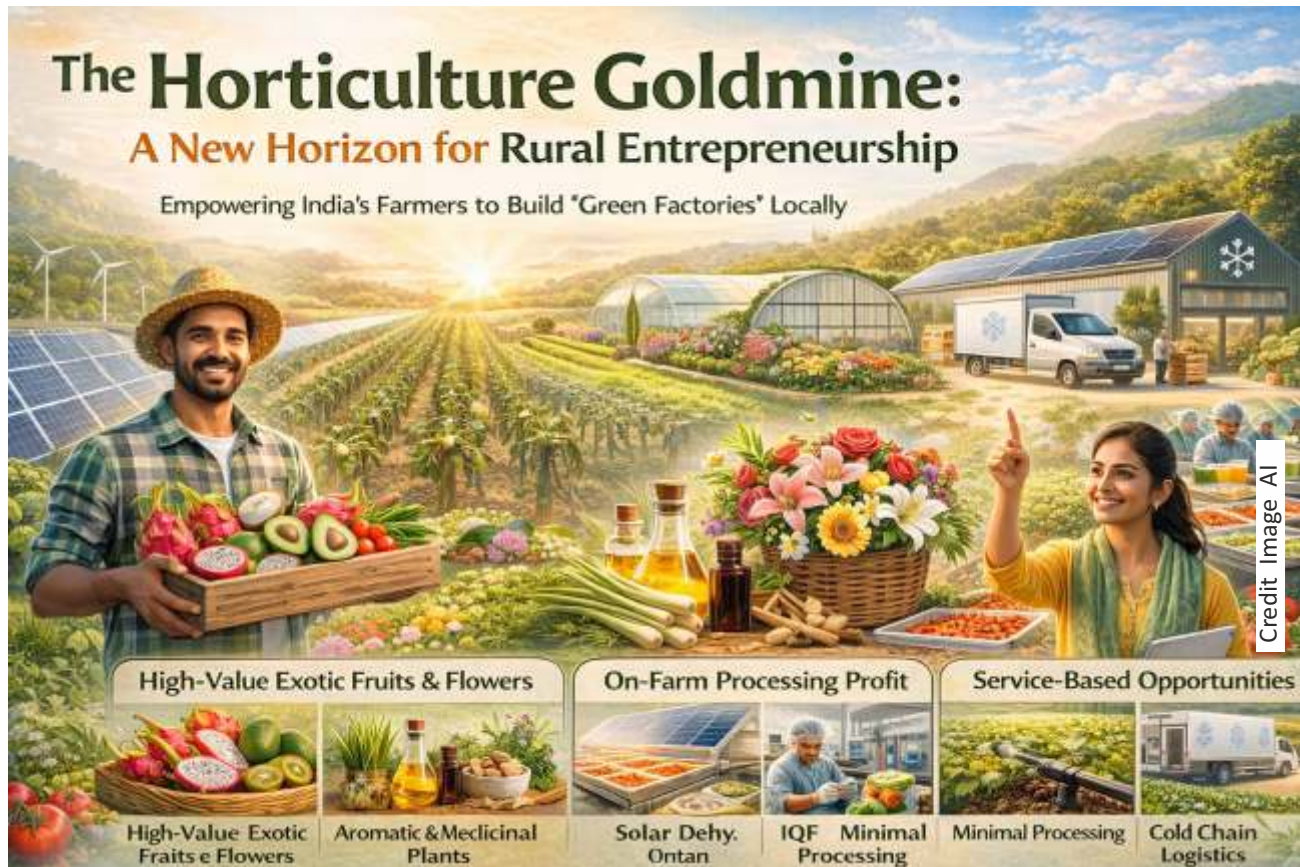
| 2026 Application Checklist for Entrepreneurs |  |
|--|--|
| Requirement                                  | Detail   |
| Registration                                 | Must be a Private Limited Company registered in India.                         |
| DPIIT Recognition                            | Mandatory to avail tax benefits and specialized DST schemes.                   |
| TBI Association                              | Minimum 3 months of residency (physical or virtual) in a recognized incubator. |
| Ownership                                    | At least 51% shareholding must be held by Indian promoters.                    |
| Stage  | Must have an MVP (Minimum Viable Product) with clear customer validation.      |

**Key Deadlines: Q2 2026**

- NIDHI-Seed Support (Phase 3): Applications open until April 30, 2026.
- Mission सङ्कल्प-SANKALP: Final proposals for social-tech grants due by April 15, 2026.
- India-Netherlands Hydrogen Fellowship: Closes April 10, 2026.

**(Global Impact Review Magazine Feature)**

# The Horticulture Goldmine: A New Horizon for Rural Entrepreneurship



While traditional cereal farming remains the backbone of Indian agriculture, the "Horticulture Revolution" has quietly emerged as the most viable path for rural prosperity in 2026. With India maintaining its position as the world's second-largest producer of fruits and vegetables, the focus has shifted from mere "production" to "entrepreneurial value-chains." For a rural entrepreneur, horticulture offers higher returns per unit of land and a plethora of off-farm business opportunities.

## 1. High-Value Segments: Where the Profit Lies

Horticulture is no longer just about growing local vegetables. In 2026, market demand has pivoted toward premium, health-conscious, and exotic varieties.

- **Exotic Fruit Farming:** The domestic demand for Dragon Fruit (Kamalam), Avocado, and Kiwi has surged. Rural

entrepreneurs are leveraging High-Density Planting (HDP) to triple their yield on smaller landholdings.

- **Precision Floriculture:** With the revival of the events industry and a boom in floral extracts for the perfume industry, protected floriculture (growing Roses, Lilies, and Gerberas in polyhouses) has become a high-margin enterprise.
- **Aromatics & Medicinal Plants:** Driven by the global "back-to-nature" trend, cultivating Lemon Grass, Mentha, and Ashwagandha offers lucrative buy-back contracts with pharmaceutical and cosmetic giants.

## 2. The "Processing" Pivot: Value Addition

The biggest leak in the Indian agri-economy has been post-harvest loss. Rural startups are now plugging this gap by setting up small-scale processing units at the farm gate.

- **Solar Dehydration Units:** Instead of selling surplus tomatoes or onions at throwaway prices during a glut, entrepreneurs are using solar dryers to produce flakes and powders.
- **IQF (Individual Quick Freezing):** Small-scale IQF units for peas, sweet corn, and berries are allowing rural businesses to supply urban supermarkets year-round.
- **Minimal Processing:** There is a massive market for "ready-to-cook" cut vegetables. A simple washing, cutting, and vacuum-packaging unit can increase the value of raw produce by 40% to 60%.

### 3. Service-Based Entrepreneurship in Horticulture

You don't need to own land to be a horticultural entrepreneur. The ecosystem requires specialized service providers:

- **Hi-Tech Nurseries:** There is a critical shortage of "certified, disease-free" planting material. Setting up a DST-recognized or NHB-accredited nursery is a high-demand business.
- **Cold Chain Logistics:** Operating a "Reefer" (refrigerated) van service to transport perishables from the village to the city hub.
- **Drip Irrigation & Automation Services:** As water becomes scarce, rural youth are finding success as "Irrigation Technicians," helping farmers install and maintain sensor-based watering systems.

### 4. Government Backing: Funding Your Vision (2026 Update)

The Government of India has streamlined several schemes to support the transition from "Farmer" to "Agri-preneur."

| Scheme                         | Focus Area                       | 2026 Support Level                                 |
|--------------------------------|----------------------------------|--|
| MIDH                           | Overall Horticulture Development | Up to 40% subsidy for new orchards & nurseries.    |
| Agri-Infrastructure Fund (AIF) | Post-Harvest Management          | Interest subvention of 3% on loans up to ₹2 Crore. |
| PM-KUSUM                       | Solar Power for Farms            | 60% subsidy on solar pumps for irrigation.         |
| Operation Greens               | TOP to TOTAL (All perishables)   | 50% subsidy on transportation and storage.         |

### 5. Strategy for Success: The "Cluster" Approach

The most successful rural entrepreneurs in 2026 are those working in **FPOs (Farmer Producer Organizations)**. By aggregating produce, smallholders can bypass middlemen and sell directly to big-basket retailers or export houses.

**Editor's Tip:** The "One District One Product" (ODOP) initiative is a great starting point. If your district is known for Mangoes, don't just sell the fruit—invest in a pulping unit or a branded "Aam-Papad" line.

Horticulture is the bridge between the rural heartland and the urban plate. It is an invitation for the rural youth to stop migrating to cities and instead build "Green Factories" in their own backyards.

(Global Impact Review Magazine Feature)

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# Policy Watch: Decoding India's SDG Progress and Budget 2026-27

As we cross the mid-way point of the decade, India's commitment to the **2030 Agenda for Sustainable Development** has transitioned from policy rhetoric to fiscal reality. The March 2026 landscape reveals a nation aggressively localizing the Sustainable Development Goals (SDGs) through massive social safety nets and a high-stakes pivot toward green energy.

## The Milestone: India Enters the Top 100

According to the **Sustainable Development Report 2025-26**, India has achieved a historic milestone by ranking **99th globally** (out of 167 nations) with an overall score of **67**. This progress is primarily driven by "Fast-Track" achievements in **SDG 1 (No Poverty)**, **SDG 7 (Affordable and Clean Energy)**, and **SDG 6 (Clean Water and Sanitation)**.

NITI Aayog's **SDG India Index 2025-26** highlights that the "Aspiration to Front Runner" movement is now visible across almost all states, with the rural-urban divide in basic infrastructure narrowing significantly.

## 1. The Energy Pivot: Scaling Decarbonization (SDG 7 & 13)

The **Union Budget 2026-27** signaled a clear shift from general renewable capacity to "Deep-Tech Decarbonization."

- **Solar for Every Roof:** The **PM Surya Ghar Muft Bijli Yojana** received a massive allocation of **₹22,000 crore** for 2026-27. The goal is to transform residential consumers into "prosumers," reducing the burden on aging DISCOM grids.
- **The Agrivoltaic Frontier:** Despite implementation hiccups in some states, **PM-KUSUM (Pradhan Mantri Kisan Suraksha evam Utthan Mahabhayan)** remains the anchor for rural energy security. With a sustained allocation of **₹5,000 crore**, the scheme is now pushing for **Component-A stilt-mounted solar plants**, allowing farmers to harvest



Image credit pexels.com

"Food and Power" from the same acre.

- **Carbon Capture (CCUS):** A landmark ₹20,000 crore five-year outlay was announced for Carbon Capture, Utilisation, and Storage—positioning India to compete in an EU market increasingly governed by the **Carbon Border Adjustment Mechanism (CBAM)**.

## 2. Livelihood & Social Protection (SDG 1, 2 & 10)

India’s rural development budget has surged by over 211% in the last decade, reaching ₹2.73 lakh crore in the 2026-27 fiscal year.

- **Saturation of Welfare:** Programs like **PMAY-G (Housing for All)** have successfully completed over 3.70 crore rural homes as of early 2026. These are not just shelters; they are "assets of dignity" equipped with piped water (Jal Jeevan Mission) and toilets (Swachh Bharat 2.0).
- **Zero Hunger Strategy:** The **PM-GKAY (Free Food Grain Scheme)** continues to act as a buffer against global food price volatility, ensuring that "Zero Hunger" remains a realized goal for the most vulnerable 800 million citizens.

## 3. Environmental Stewardship: Beyond Carbon (SDG 15)

While carbon dominates the headlines, 2026 marks a renewed focus on **Biodiversity and Ecosystem Services**.

- **Mission LiFE (Lifestyle for Environment):** Now in its third phase (Policy Change), the mission has moved from individual "nudges"

to influencing industrial supply chains. The **Green Credit Program** is now operational, allowing entities to trade credits for activities like pond rejuvenation and indigenous tree plantation.

- **The "Ecological Asset" Shift:** There is a growing policy push to recognize livestock—particularly indigenous breeds—as central to **Natural Farming (Prakritik Kheti)**. By integrating animal welfare with soil health, the government is subtly aligning SDG 15 (Life on Land) with SDG 2 (Sustainable Agriculture).

### Policy Matrix: Key Allocations & SDG Impact (FY 2026-27)

| Scheme / Mission                              | 2026-27 Budget Estimate | Primary SDG Impact | Strategic Focus                        |
|---|-------------------------|--------------------|--|
| PM Surya Ghar                                 | ₹22,000 Crore           | SDG 7, 11, 13      | Decentralized Solar & Urban Resilience |
| PM-KUSUM                                      | ₹5,000 Crore            | SDG 2, 7, 9        | Solar Irrigation & Farmer Income       |
| Jal Jeevan Mission                            | ₹70,000 Crore*          | SDG 6              | 100% Piped Water Saturation            |
| NIDHI (Startup)                               | Part of DST Seed Fund   | SDG 8, 9           | Deep-Tech & Science Entrepreneurship   |
| Mission LiFE                                  | Multi-Ministry          | SDG 12, 13         | Circular Economy & Pro-Planet People   |
| <i>*Estimated based on multi-year mission</i> |                         |                    |  |

### The Bottom Line for 2026

The "Policy Watch" for this year reveals that India is no longer just a participant in the SDG journey—it is an architect of the **"Global South Model"** of development. By marrying digital public infrastructure (DPI) with green transition, the government is attempting to decouple economic growth from environmental degradation. For innovators and NGOs, the message is clear: **Funding follows Impact.**

**(Global Impact Review Magazine Feature)**

# Global Impact Data and Research Highlights: The 2026 Scorecard

The first quarter of 2026 has provided a definitive answer to one of the most pressing questions of the decade: Can the global economy continue to grow without a proportional rise in environmental degradation? According to the latest data from the International Energy Agency (IEA) and the Sustainable Development Solutions Network, we are witnessing the first sustained evidence of the "Great Decoupling." This phenomenon, where GDP growth and carbon emissions move in opposite directions, is no longer a localized European success story but a burgeoning reality across the Global South, led primarily by India's aggressive pivot to green infrastructure.

## The Plateau of Global Emissions

Analysis released in March 2026 by Climate TRACE confirms that global greenhouse gas emissions have entered a phase of stagnation. While the total volume remains at a historic high of approximately 60.6 billion tonnes of CO<sub>2</sub> equivalent, the growth rate has flattened to a mere 0.5%. This is a significant departure from the 1.1% average seen over the previous ten years. The primary driver behind this plateau is the unprecedented displacement of coal-fired power by solar and wind installations in India and China. In 2025 alone, India recorded a 2.6% drop in power-sector emissions, representing the first significant decline during a period of industrial expansion



Image Credit by Richard Dacker : <https://www.pexels.com>

in the country's history.

### **The Agrivoltaic Frontier and Spectral Splitting**

As India prepares to host the 7th AgriVoltaics World Conference in Delhi this October, research highlights from early 2026 are focusing on "Spectral Splitting" technology. Traditional solar panels often compete with crops for light; however, new tandem PV modules are being tested that allow specific wavelengths of light—those essential for photosynthesis—to pass through to the vegetation below, while capturing the rest of the spectrum for high-efficiency power generation.

Beyond energy, these systems are proving to be vital tools for climate adaptation. Data presented at the World Sustainable Development Summit in February 2026 indicates that agrivoltaic setups can reduce soil water evaporation by up to 29%. This dual-use approach is being hailed as the "Delhi Declaration" preview, positioning land not just as a site for food or power, but as an integrated resource for both.

### **Decarbonizing the Rice Economy**

Methane emissions from paddy fields have long been a challenge for agricultural sustainability. However, a landmark study published in February 2026 by a multi-national research consortium has identified a scalable solution. By combining Alternate Wetting and Drying (AWD) techniques with specific microbial soil inoculants, researchers in Thailand and South India successfully reduced methane output by

42% without any loss in grain yield. This research is now being integrated into the 2026 Green Credit frameworks, allowing smallholder farmers to monetize their carbon offsets for the first time, effectively turning environmental stewardship into a secondary revenue stream.

### **The Human Dimension: SDG Progress in the Global South**

On the social front, the Sustainable Development Report 2025-26 places India at a historic 99th position globally. While the numerical rank is a milestone, the deeper insight lies in the "Saturation of Welfare" model. The data shows that the gap between rural and urban infrastructure—specifically in clean water access and digital connectivity—is narrowing at its fastest rate since 2015.

The 2026 data suggests that the "Aspiration to Front Runner" movement is being driven by localized execution. Programs like the Jal Jeevan Mission have reached near-saturation levels in several states, proving that the decentralization of SDG targets is the most effective way to ensure "Last Mile" delivery. As we look toward the remainder of 2026, the focus of global research is shifting toward "Ecosystem Services"—calculating the economic value of standing forests and healthy soil—ensuring that the next phase of growth is as much about biological health as it is about financial wealth.

**(Global Impact Review Magazine Feature)**

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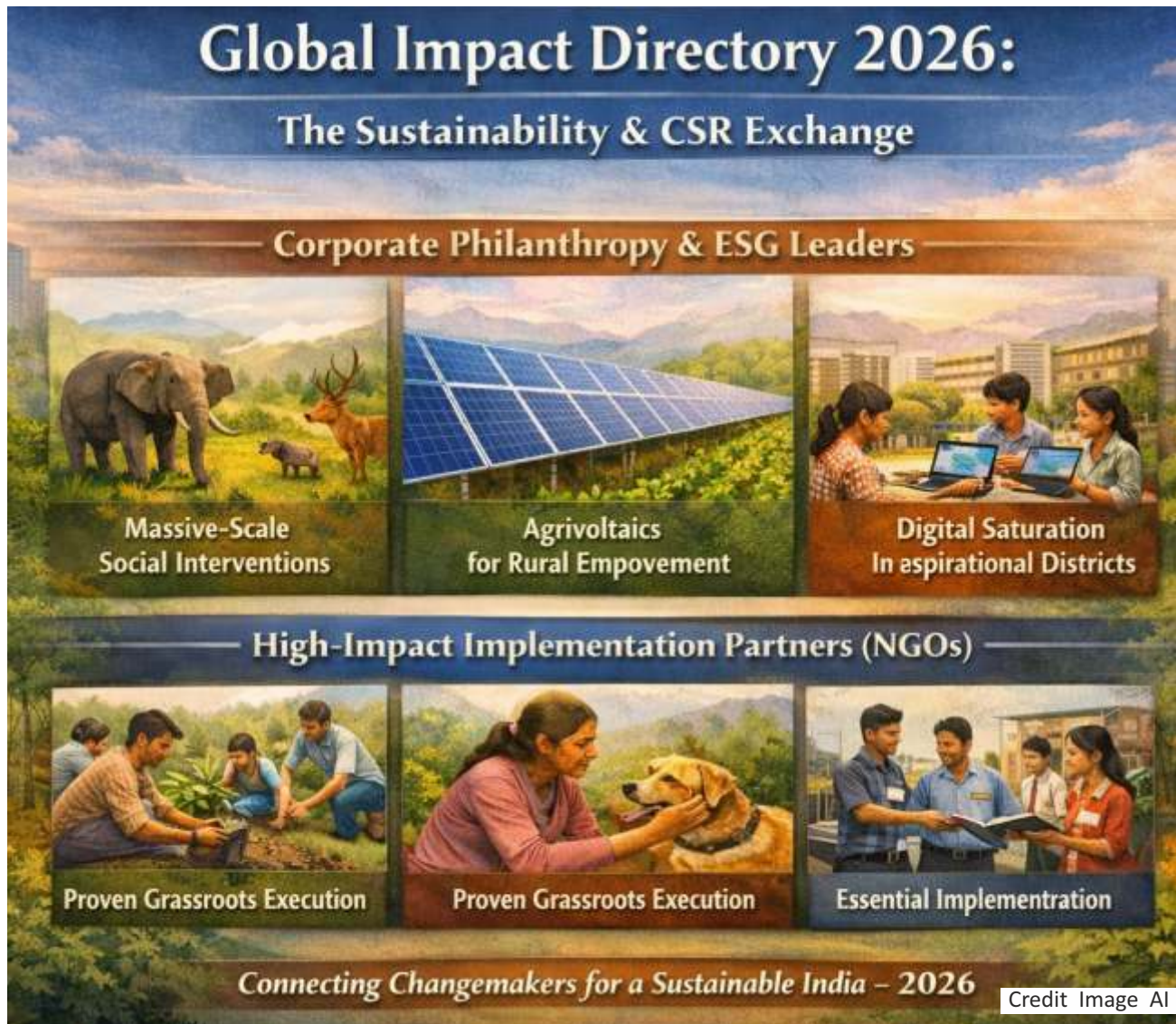
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# Global Impact Directory 2026: The Sustainability & CSR Exchange



This directory is an curated index of the organizations, frameworks, and service providers that form the backbone of India's social and environmental impact sector in 2026. It serves as a vital resource for corporate leaders looking for implementation partners, NGOs seeking visibility, and entrepreneurs looking for institutional support.

## Section I: Corporate Philanthropy & ESG Leaders

Entities leading massive-scale social interventions through dedicated CSR wings.

### ● Reliance Foundation

- **Focus:** Rural Transformation, Education, and Healthcare.
- **2026 Context:** Currently spearheading the "Vantara" initiative, setting a global benchmark for animal welfare and the rehabilitation of indigenous species within India.
- **HCL Foundation**
  - **Focus:** Environment (Harit), Urban Poverty (Uday), and Rural Development (Samuday).
  - **2026 Context:** Noted for integrating "Agrivoltaics" into rural livelihood

programs to provide dual-income streams (food and power) for farmers.

#### ● **Tata Trusts**

- **Focus:** Nutrition, Water Stewardship, and Digital Literacy.
- **2026 Context:** Leading the "Digital Saturation" mission, ensuring last-mile connectivity and tech-based education in aspirational districts.

### **Section II: High-Impact Implementation Partners (NGOs)**

Validated organizations with a proven track record of grassroots execution and transparency.

#### ● **Marpu Foundation**

- **Focus:** Global Volunteerism, Climate Action, and Ecological Mindfulness.
- **2026 Context:** Recognized as a top-ranked NGO for its innovative "No-Foreign-Funding" model, relying instead on massive youth mobilization for environmental restoration.

#### ● **Sandesh Foundation**

- **Focus:** Youth Empowerment, Social Welfare, and Animal Rehabilitation.
- **2026 Context:** Highly active in the North Indian landscape, bridging the gap between urban donors and rural community needs through high-transparency donation campaigns.

#### ● **SGBS Unnati Foundation**

- **Focus:** Vocational Training and Youth Employability.
- **2026 Context:** A pioneer on the Social Stock Exchange (SSE), utilizing public listings to fund the vocational training of thousands of underprivileged graduates.

### **Section III: Strategic Enablers & Professional Services**

Specialized firms providing the technical, legal, and narrative infrastructure for the sector.

#### ● **News Sense Marketing Services**

- **Focus:** Media Consultancy, RNI Registration, Digital Strategy, and Publishing.
- **2026 Context:** The go-to partner for NGOs and Foundations looking to launch professional-grade magazines

and digital journals to document their impact journey with journalistic integrity.

#### ● **Sattva Consulting**

- **Focus:** CSR Advisory, Impact Auditing, and ESG Research.
- **2026 Context:** Leading the development of "Impact Dashboards" that allow corporations to track their CSR ROI in real-time across multiple SDGs.

### **Section IV: Statutory & Funding Frameworks**

The official channels and regulatory bodies that facilitate and monitor impact.

#### ● **NGO Darpan (NITIAayog)**

- **The Nexus:** The mandatory central portal for all NGOs in India. It acts as a gateway for government grants and creates a transparent interface between the voluntary sector and the state.

#### ● **Social Stock Exchange (SSE)**

- **The Market:** Hosted on the NSE and BSE, this platform allows social enterprises to raise funds through "Zero Coupon Zero Principal" (ZCZP) instruments, making social impact a tradable and measurable asset.

#### ● **DST-SEED Division**

- **The Innovator:** The Science for Equity, Empowerment, and Development (SEED) division of the DST, which provides specialized funding for tech-based solutions that address rural and social challenges.

### **Directory Participation Criteria**

To be featured in the Global Impact Directory, organizations must adhere to the 2026 Transparency Standards:

1. **Compliance:** Active CSR-1 registration and updated 12A/80G status.
2. **Reporting:** Submission of an annual Impact Report detailing measurable outcomes (not just activities).
3. **Governance:** Disclosure of the governing board and secondary verification through NGO Darpan or a similar recognized body.

**(Global Impact Review Magazine Feature)**

# How Digital Marketing is Helping NGOs Grow



Deepak Kumar Dahiya  
Asstt. EDITOR and Digital Marketing Expert

Today, almost everyone uses the internet and mobile phones. This makes digital marketing a very important tool for Non-Governmental Organizations (NGOs).

### **Reaching More People Online**

The main goal of an NGO is to help society, but often, their amazing work doesn't reach enough people. Digital marketing fixes this. By using apps like Facebook, Instagram, YouTube, and WhatsApp, NGOs can easily show pictures and videos of their social work. This helps more people learn about their mission and join their cause.

### **Easy Donations and Building Trust**

Having a good website makes an NGO look professional and real. It lets people easily read about what the NGO does and the good things

they have achieved. Also, when people see this good work on the internet, they want to help. Digital marketing allows them to safely donate money online with just a few clicks, giving the NGO the support they need.

### **Big Impact at a Low Cost**

In the past, spreading a message meant spending lots of money on big events or newspaper ads. Now, the internet lets NGOs reach thousands of people at a very low cost. Simply put, digital marketing is a powerful way for NGOs to connect with society, spread their message, and get the support they need to do their jobs.

"When technology and social work join hands, good changes happen much faster."

**(Global Impact Review Magazine Feature)**



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# Collaborative Ecosystem: Partner Organizations and Strategic Memberships

In the evolving landscape of 2026, the power of a mission is amplified by the strength of its network. Our magazine serves as a bridge, connecting grassroots initiatives with corporate strategy and professional media expertise. Below is the collaborative framework of our partner organizations, each playing a vital role in India's journey toward sustainable development and social welfare.

## Our Strategic Partners & Membership Circle

The organizations listed below represent a diverse ecosystem of implementation, media, and professional development. We invite our readers to explore membership and collaborative opportunities with these entities to foster a culture of shared growth.

- **Sandesh Foundation:** A cornerstone of our community welfare initiatives, the Sandesh Foundation focuses on youth empowerment and the rehabilitation of vulnerable populations. Their work in 2026 continues to bridge the gap between urban resources and rural needs.
- **Saksham Foundation:** Dedicated to inclusivity and empowerment, Saksham Foundation specializes in creating accessible opportunities for the marginalized, ensuring that the "Viksit Bharat" vision remains inclusive of every citizen.
- **GDSS NGO:** A powerhouse in the voluntary sector, GDSS is instrumental in ground-level execution of environmental and social projects, particularly in rural heartlands where localized intervention is most critical.
- **News Sense Marketing Services:** As our primary media and publishing consultant, News Sense ensures that social impact is communicated with professional journalistic standards. They provide the technical backbone for RNI compliance, digital strategy, and high-quality publication layouts.
- **Prakrit Darshan Magazine:** Our sister publication dedicated to the philosophy of nature and sustainable living. It serves as a deep-dive resource for those interested in the intersection of ancient wisdom and modern ecological science.

## Professional Growth & Digital Presence Partners

Sustainability in 2026 requires a robust digital and professional foundation. Our partners in this sector provide the tools necessary for modern organizations to thrive:

- **BrandMee Online:** A leader in digital identity and brand narrative, helping NGOs and social enterprises build a professional presence that resonates with global donors and corporate partners.
- **Campustocorporate.in:** Bridging the employability gap, this platform is a vital resource for youth skilling, helping the next generation transition from academic environments into the professional corporate world with the right skill sets.
- **Opaims.com:** Providing the technological and operational infrastructure necessary for data-driven management, ensuring that social projects are monitored and optimized for maximum impact.

## CSR Opportunities: Align Your Impact

We offer a streamlined pathway for corporations to fulfill their CSR mandates by partnering with these vetted organizations. The current focus for the 2026-27 fiscal year includes:

1. **Sustainable Media & Advocacy:** Partner with News Sense and Prakrit Darshan to fund high-impact awareness campaigns and professional journals that document India's progress in the SDGs.
2. **Rural & Youth Empowerment:** Support the Sandesh and Saksham Foundations in their missions to provide vocational training and community safety nets.
3. **Ecological Rehabilitation:** Collaborate with GDSS NGO and our agricultural partners to fund the rehabilitation of indigenous livestock and the promotion of natural farming techniques.

## Join the Movement

Membership in this ecosystem offers exclusive access to shared resources, joint advocacy platforms, and priority visibility in our national publication. Whether you are a small NGO or a large corporate house, there is a place for your contribution in this network of change.

Write us to: [info@globalimpactreview.com](mailto:info@globalimpactreview.com)

(Global Impact Review Magazine Feature)

## NGO PR Story 3- Saksham Foundation

# Positive Social Impact & Community Leadership



### Foundation Inspiring Inclusive Change through Empowerment and Collective Action

#### Standfirst:

Driven by compassion, youth leadership, and women-centric initiatives, Saksham Foundation is shaping a people-powered model of social progress that encourages communities to become active partners in sustainable development.

A Vision Rooted in Social Responsibility

In a rapidly changing society where inequality, limited access to opportunities, and social vulnerability continue to affect millions, Saksham Foundation has emerged as a purpose-driven organization committed to nurturing positive social impact. Guided by the leadership of CEO and President Alpana Singh, the foundation focuses on building a culture of empathy, awareness, and community participation as the foundation for long-term transformation.



### Community Outreach for Meaningful Change

Through initiatives such as health awareness programs, blood donation drives, and humanitarian outreach activities, the organization has consistently worked to strengthen social solidarity at the grassroots level. These programs aim not only to address immediate community needs but also to inspire

citizens to adopt a proactive role in social welfare and responsible civic engagement.

### Youth Leadership as a Catalyst for Transformation

Recognizing young people as key drivers of social innovation, Saksham Foundation actively engages students and emerging leaders in community development initiatives. By encouraging volunteerism, leadership development, and social awareness, the organization seeks to cultivate a generation that values service, collaboration, and ethical responsibility. Such efforts contribute to building



resilient communities capable of shaping their own development pathways.

**Empowering Women for Sustainable Progress**  
Women empowerment remains central to the foundation's mission. Through awareness campaigns, leadership platforms, and confidence-building initiatives, Saksham Foundation encourages women to take active roles in social and economic development. The organization believes that when women are supported with opportunities and recognition, they become influential contributors to stronger families, inclusive communities, and sustainable livelihoods.

### **Saksham Bharat Abhiyan – A Nationwide Movement**

One of the foundation's flagship initiatives, the Saksham Bharat Abhiyan, reflects its commitment to promoting social responsibility and participatory development across India. The campaign focuses on spreading awareness about gender equality, encouraging youth-led initiatives, and creating community-driven solutions that foster inclusive growth. By connecting individuals, institutions, and local stakeholders, the initiative aims to strengthen the collective spirit of nation-building.

**Recognition that Inspires Greater Commitment**  
The consistent efforts of Saksham Foundation in social welfare and community development have received appreciation from various institutions. Awards and acknowledgements from local

administration, including recognition from the District Magistrate, have reinforced the organization's motivation to expand its outreach and deepen its impact.

### **Founder's Perspective**

“Positive social change begins when individuals recognize their shared responsibility toward society. By empowering youth and women with confidence and opportunities, we create a ripple effect that strengthens communities and inspires collective progress.” - Alpna Singh

**CEO & President, Saksham Foundation**

### **Impact Snapshot**

- Nationwide outreach through Saksham Bharat Abhiyan initiatives
- Regular health awareness, blood donation, and humanitarian support programs
- Youth leadership engagement and student volunteer development activities
- Focused campaigns promoting women empowerment and social responsibility
- Institutional recognition for community welfare and impactful social initiatives

By fostering compassion-led leadership and encouraging collective participation, Saksham Foundation continues to demonstrate that sustainable social impact grows when communities are empowered to become architects of their own future.

**(Global Impact Review Magazine Feature)**

# Smart Machines, Responsible Construction: Transforming India's Infrastructure Industry



India is currently witnessing one of the fastest infrastructure development phases in its history. The construction industry contributes nearly 9% to the nation's GDP and provides employment to millions of people across the country. As urbanization accelerates and infrastructure projects expand, the need for smarter, safer, and more responsible construction practices has become more important than ever before.

In today's rapidly evolving construction landscape, machines are no longer just tools of productivity—they are instruments of responsibility, sustainability, and nation building. Having spent many years in the field of manufacturing and trading construction machinery, I have observed how the right technology at the right moment can dramatically

transform the efficiency and quality of construction projects.

One experience that significantly shaped my perspective occurred during a large industrial flooring project a few years ago. The contractor was facing serious challenges in achieving level accuracy while relying on traditional construction methods. Labour fatigue was high, timelines were unpredictable, and maintaining consistent quality across large surfaces was extremely difficult.



**Uttam Negi**  
Founder & CEO  
Concat India

To address this challenge, we introduced a Concrete Laser Screeding Machine for a trial. The results were immediate and remarkable. The precision of floor leveling improved drastically, work that typically required two days was completed within just a few hours, and the overall consistency of the flooring surface increased significantly across thousands of square feet.

That experience reinforced an important realization: technology is not merely supporting construction—it is redefining its standards.

Today, conversations at construction sites across India have evolved. Earlier, project owners primarily asked how long a project would take. Now they are equally concerned about accuracy, efficiency, and long-term durability. The focus has shifted from simply completing projects to delivering higher-quality outcomes with optimized resources.

This shift has brought specialized construction machinery into the spotlight. Equipment such as Concrete Laser Screeding Machines, Batching Plants, Light Construction Machinery, and Anti-Smog Guns are becoming essential components of modern construction projects.

At ConCat India, we have witnessed this transformation closely. Contractors and developers across the country are seeking machinery that can minimize human error, improve operational efficiency, and ensure consistent project quality.

At the same time, environmental responsibility has become a key concern for the construction industry. Rapid urban development has increased awareness about dust pollution and environmental impact around construction sites. Construction activities can generate large volumes of airborne dust, which can affect nearby communities as well as workers on-site.

To address this issue, technologies such as Anti-Smog Guns are increasingly being adopted across construction sites. These machines spray a fine mist of water that captures dust particles and prevents them from spreading into the surrounding environment. By implementing such



solutions, construction companies can significantly reduce dust pollution and contribute to cleaner and healthier urban environments.

Another important development shaping the future of construction is the gradual adoption of Industry 4.0 technologies. Sensors, automation systems, telematics, and AI-driven monitoring are beginning to enter construction sites, enabling real-time machine monitoring,

predictive maintenance, and improved operational planning.

For companies like Concat India, this technological shift presents both an opportunity and a responsibility. Innovation should not only improve productivity but also promote safer workplaces, reduce environmental impact, and optimize the use of resources.

However, true progress must remain inclusive. Advanced construction machinery should not remain accessible only to large corporations. Small and medium contractors also need access to reliable and efficient machinery that enables them to deliver better results and compete in an increasingly demanding industry.

At Concat India, we strongly believe that innovation must be practical, affordable, and accessible. Our focus has always been on developing machines that meet international quality standards while remaining economically feasible for the Indian market. Ease of operation, service support, and reliability are equally important in ensuring widespread adoption of modern construction equipment.

Corporate Social Responsibility also plays a crucial role in shaping the future of the construction ecosystem. Beyond manufacturing machinery, companies must contribute to skill development, safety awareness, and knowledge sharing within the industry.

Training machine operators, educating contractors about modern technologies, and promoting safe working practices can significantly improve productivity while also protecting the well-being of workers.

Another encouraging trend I have observed is the growing willingness within the construction community to learn, collaborate, and innovate. At industry exhibitions, site demonstrations, and training programs, professionals are increasingly

eager to understand new technologies and improve their construction practices.

This mindset is the true strength of our industry. When contractors, engineers, manufacturers, and innovators collaborate, the entire ecosystem moves forward.

In my entrepreneurial journey, I have learned that construction machinery is far more than mechanical equipment—it is an enabler of progress. Every mixer, batching plant, laser screed, and anti-smog gun contributes to building the infrastructure that supports India's economic development and social growth.

As India continues to modernize its infrastructure and build smarter cities, responsible construction practices will play an even greater role in shaping the nation's future.

At Concat India, we are proud to contribute to this transformation by delivering machinery that improves efficiency, enhances safety, and supports environmentally responsible construction practices.

Ultimately, the story of construction is the story of people—engineers, contractors, workers, innovators, and entrepreneurs—working together to build the future of our nation. If we continue to embrace innovation, prioritize responsibility, and share knowledge across the industry, the coming decade will undoubtedly become one of the most exciting chapters in India's construction journey.

### **Closing Quote (Magazine Highlight)**

“The future of construction will not only be defined by how fast we build, but by how responsibly we build—with smarter machines, skilled people, and sustainable practices.”



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**VIKENDRA SHARMA**  
Founder & On-Ground Caretaker

*"Until one has loved an animal, a part of one's soul remains unawakened."*

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