

Impact Assessment Report

PROJECT - FLORA & FAUNA/ CLEAN & GREEN HOSHIARPUR



SONALIKA SOCIAL DEVELOPMENT SOCIETY
C/o international tractors ltd. Hoshiarpur

Proposal by


causebecause
enabling conscious change
Saucepan Media Pvt. Ltd.

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1. Introduction

1.1 Overview of Sonalika Social Development Society (SSDS)

Sonalika Social Development Society (SSDS), established in 2015, serves as the CSR implementation arm of International Tractors Ltd. (ITL). The organization is mandated to design and execute high-impact social initiatives aligned with statutory CSR requirements under Section 135 of the Companies Act.

SSDS operates with full regulatory compliance, including registrations under the Registrar of Societies, Income Tax Act (Sections 12AA and 80G), and the Ministry of Corporate Affairs. Its interventions are focused on delivering measurable, sustainable outcomes across priority areas such as environmental sustainability, community development, and public well-being.

1.2 Project Overview: Flora & Fauna / Clean & Green, Hoshiarpur

The “Flora & Fauna with Clean & Green Hoshiarpur” initiative is a strategic CSR intervention aimed at addressing critical urban environmental challenges through an integrated approach to **urban greening and sanitation improvement**.

The project is anchored on two core pillars:

- **Enhancement of urban green cover** through structured plantation and maintenance
- **Improvement of cleanliness and waste management practices** at the community level

Implemented across selected colonies, parks, and public spaces in Hoshiarpur, the initiative combines infrastructure support with behaviour change efforts to drive long-term environmental outcomes.

1.3 Strategic Context and Need

Rapid urbanization, population growth, and changing consumption patterns have significantly increased environmental stress in Hoshiarpur. Key challenges identified include:

- Limited and uneven distribution of green cover within city limits
- Rising waste generation with inadequate segregation at source
- Increasing pollution levels impacting public health and quality of life
- Pressure on municipal systems due to scale and operational gaps

These trends, compounded by broader climate risks such as rising temperatures and declining air quality, underscore the need for **integrated, community-driven environmental interventions**.

The project directly responds to these gaps by strengthening urban ecosystems, supporting municipal efforts, and enabling citizen participation in environmental stewardship.

1.4 Purpose of the Assessment

This report presents an independent assessment of the Flora & Fauna / Clean & Green initiative for FY 2023–24, with a focus on evaluating:

- **Relevance** to local environmental and community needs
- **Effectiveness** of implementation mechanisms
- **Outcomes and early impact** on urban greenery, sanitation, and community behaviour
- **Scalability and sustainability** of the model

The assessment draws on field observations, stakeholder interactions, and review of project data to provide actionable insights for strengthening program design and maximizing long-term impact.

2. Objectives of the Impact Assessment

The impact assessment of the *Flora & Fauna / Clean & Green, Hoshiarpur* initiative has been undertaken to provide a structured evaluation of the program's performance, outcomes, and long-term relevance within the urban environmental context.

The key objectives of the assessment are as follows:

2.1 Evaluate Program Relevance

- Assess the alignment of the project with identified environmental challenges, including urban greenery gaps, waste management inefficiencies, and public health concerns
- Examine the extent to which the intervention addresses priority needs of the community and complements municipal efforts

2.2 Assess Implementation Effectiveness

- Review the design and execution of core activities, including plantation, maintenance, cleanliness drives, and awareness initiatives
- Evaluate coordination mechanisms with key stakeholders such as the Municipal Corporation, Forest Department, and Resident Welfare Associations

2.3 Measure Outcomes and Early Impact

- Analyse improvements in green cover, cleanliness levels, and waste management practices across project locations
- Assess behavioural shifts among residents in terms of environmental awareness, waste segregation, and community participation

2.4 Examine Sustainability of the Model

- Evaluate the extent of community ownership and transition of colonies/parks towards self-sustained maintenance
- Assess the durability of environmental outcomes, including survival of plantations and continuity of cleanliness practices

2.5 Identify Gaps and Improvement Areas

- Highlight operational, behavioural, or systemic gaps limiting the project's effectiveness
- Identify opportunities to strengthen implementation efficiency and impact delivery

2.6 Inform Strategic Decision-Making

- Provide evidence-based insights to support CSR leadership in refining program design
- Enable scalability, replication, and alignment with broader environmental and sustainability goals



(Picture of Amritam valley Jahan khelan)

3. Impact Assessment Methodology

The assessment adopts a **structured, mixed-method approach** to deliver an objective and evidence-based evaluation of the *Flora & Fauna / Clean & Green, Hoshiarpur* initiative.

3.1 Evaluation Framework

The analysis is anchored in standard CSR evaluation criteria:

- **Relevance** – Alignment with local environmental needs
- **Effectiveness** – Delivery against intended outcomes
- **Efficiency** – Utilization of resources and partnerships
- **Impact** – Tangible environmental and social improvements
- **Sustainability** – Continuity of outcomes and community ownership

3.2 Data Collection

a) Desk Review

Review of key project documents, including plans, progress reports, and operational records, to assess design, scale, and implementation approach.

b) Field Validation

Site visits across selected colonies, parks, and plantation areas to verify on-ground execution, asset quality, and maintenance practices.

c) Stakeholder Inputs

Focused interactions with:

- Community members and RWAs
- Municipal and Forest Department officials
- Project implementation teams

These inputs informed assessment of effectiveness, adoption, and challenges.

3.3 Sampling Approach

A **representative sample of intervention sites** was selected to reflect:

- Geographic spread
- Intervention type (greenery vs. cleanliness)
- Maturity level (new vs. self-sustained sites)

3.4 Data Validation

- Cross-verification of field observations with project records
- Triangulation of stakeholder feedback
- Random checks to ensure consistency and reliability

3.5 Analytical Approach

Findings are derived through:

- Outcome-level analysis (green cover, cleanliness, behaviour change)
- Cross-site comparisons to identify patterns and gaps
- Integration of quantitative data with qualitative insights

3.6 Key Limitations

- Sample-based assessment; indicative of overall trends
- Behavioural outcomes based on observed and reported changes
- Long-term environmental impact assessed as emerging

This methodology ensures a **focused, credible, and decision-oriented assessment**, enabling actionable insights for program improvement and scale.



(Picture of tractor and trolley having separate compartments for dry and wet waste)

4. Key Findings

The assessment of the *Flora & Fauna / Clean & Green, Hoshiarpur* initiative indicates strong performance across environmental improvement, community engagement, and sustainability outcomes. Key findings are summarized below:

4.1 Integrated Environmental Impact

- The project has successfully combined **urban greening and sanitation**, creating a dual-impact model addressing both ecological and public health challenges
- Large-scale plantation and maintenance efforts have contributed to **improved air quality, temperature regulation, and urban biodiversity**
- Development of green spaces such as *Amritam Valley* has created a **functional ecological and wellness asset** for the city

4.2 Scale and Coverage

- The initiative has achieved **significant geographic coverage**, spanning:
 - ~33 residential colonies
 - Multiple public parks and city dividers
 - Large-scale plantation zones, including ~50 acres at Amritam Valley
- Direct reach includes approximately **35,000 residents**, with additional daily users of public parks and green spaces

4.3 Strengthened Urban Green Infrastructure

- Plantation of **over one lakh trees and additional shrubbery** has strengthened green cover across intervention areas
- Focus on **native and climate-suitable species** supports higher survival rates and long-term ecological benefits
- Transformation of barren and underutilized land into green zones reflects **efficient land use and environmental restoration**

4.4 Improved Cleanliness and Waste Management Practices

- Regular cleaning interventions have led to **visible improvements in sanitation and colony-level hygiene**
- Introduction of **segregation-focused tools (dual waste systems, awareness drives)** has initiated behaviour change at the household level
- The project effectively **complements municipal waste management systems**, addressing last-mile gaps

4.5 Community Participation and Ownership

- Strong engagement with **Resident Welfare Associations (RWAs)** has enabled local monitoring and accountability
- Increasing evidence of **community-led maintenance** in previously adopted colonies and parks
- Awareness initiatives have contributed to **behavioural shifts in cleanliness, waste segregation, and environmental responsibility**

4.6 Emergence of Self-Sustaining Models

- Several colonies and parks have transitioned towards **self-sustained maintenance**, reducing dependency on direct intervention
- This phased exit model enables **scalable expansion into new areas** while ensuring continuity of outcomes

4.7 Creation of Health and Wellness Ecosystems

- Green spaces are actively used for **walking, recreation, yoga, and meditation**, contributing to physical and mental well-being
- Structured wellness initiatives (e.g., meditation retreats) position the project beyond infrastructure into **holistic community development**

4.8 Biodiversity and Ecological Enhancement

- Introduction of diverse plant species, water bodies, and natural habitats has supported **local biodiversity (birds, small fauna)**
- The project contributes to **micro-ecosystem development within an urban setting**, a relatively high-value outcome for CSR initiatives

4.9 Institutional Strength and Partnerships

- Strong coordination with the **Municipal Corporation and Forest Department** has enhanced implementation efficiency
- Clear role definition (technical support, execution, maintenance) has ensured **operational effectiveness and resource optimization**

4.10 Strategic Positioning as a Model Urban CSR Intervention

- The initiative demonstrates a **replicable model for mid-sized cities**, integrating environment, community participation, and governance alignment
- It aligns well with broader national priorities such as **Swachh Bharat, urban sustainability, and climate resilience**

4.11 Key Gaps and Areas for Strengthening

- **Waste segregation at source** remains inconsistent across colonies
- Need for **stronger measurement systems** to track environmental outcomes (e.g., survival rates, pollution indicators)
- Opportunity to **expand outreach to underserved areas** and deepen behaviour change interventions

This section positions the project as a **high-impact, scalable CSR model**, while clearly identifying areas for strategic improvement—exactly what leadership looks for.



(Pictures of Dashmesh Park (Vasant Vihar))



(Pictures of Shaheed Udham Singh Park)



(Picture of Amritam valley Trees)



(Picture of Amritam valley Trees)

5. Project Overview

5.1 Project Description

The *Flora & Fauna / Clean & Green, Hoshiarpur* initiative is a long-term CSR program implemented by SSDS to address urban environmental challenges through an integrated approach to **urban greening and sanitation management**.

The project operates across selected residential colonies, public parks, roadside areas, and identified barren land within Hoshiarpur city. It combines **physical interventions (plantation, cleaning, maintenance)** with **behavioural interventions (community awareness and participation)** to drive sustained environmental outcomes.

5.2 Strategic Approach

The project is designed around a **dual-pillar model**:

- **Urban Greening**
 - Plantation of trees, shrubs, and flowering plants across colonies and public spaces
 - Development of green zones such as parks and large-scale ecological spaces (e.g., Amritam Valley)
 - Focus on native and climate-suitable species to ensure sustainability
- **Cleanliness & Waste Management**
 - o Regular cleaning and maintenance of adopted colonies and public spaces
 - o Support to municipal waste systems through awareness and segregation initiatives
 - o Promotion of responsible waste disposal practices at the household level

This integrated model ensures **simultaneous improvement in environmental quality and public hygiene**.

5.3 Implementation Model

The project follows a **phased, community-centric implementation approach**:

- **Colony Adoption Model**
 - 3–4 colonies are adopted annually for focused intervention
 - Initial phase includes intensive cleaning and environmental restoration
 - Followed by plantation and ongoing maintenance
- **Convergence with Government Systems**
 - Collaboration with the Forest Department for saplings and technical guidance
 - Coordination with the Municipal Corporation for waste management and sanitation
- **Community Engagement**
 - Active involvement of Resident Welfare Associations (RWAs)
 - Awareness sessions to drive behaviour change and local ownership

5.4 Scale of Operations

The project has expanded to cover:

- Multiple residential colonies across Hoshiarpur
- Public parks and city dividers under regular maintenance
- Large-scale green development zones, including approximately **50 acres at Amritam Valley**

The initiative directly impacts **tens of thousands of residents**, while also benefiting daily users of public green spaces.

5.5 Sustainability Approach

A key design feature of the project is its focus on **long-term sustainability through community ownership**:

- Transition of mature colonies and parks to **self-sustained maintenance models**
- Continuous addition of new intervention areas to expand reach
- Regular upkeep of existing assets to ensure durability of outcomes

This approach enables **scalable expansion without proportionate increase in operational intensity**.

5.6 Differentiated Value Proposition

The project stands out as a CSR intervention due to:

- **Integrated design** combining environment, sanitation, and behaviour change
- **Strong institutional convergence** with government stakeholders
- **Replicable model** for urban environmental management in mid-sized cities
- **Shift from activity-based to outcome-driven implementation**

This section positions the project not just as an activity, but as a **strategic, scalable CSR model**—which is what leadership looks for.



(Picture of meditation session during Amritam wellness Retreat)



(Picture of yoga session during Amritam Wellness Retreat)



(Picture of mindful activity during Amritam Wellness Retreat)

6. Project Implementation

The *Flora & Fauna / Clean & Green, Hoshiarpur* initiative is implemented through a **phased, community-centric model**, integrating environmental restoration with sanitation improvement to deliver sustained urban impact.

6.1 Implementation Approach

6.1 Implementation Approach

The project is structured around a **progressive colony adoption model**, with **3–4 colonies onboarded annually**. Each intervention follows a clearly defined sequence:

1. Colony Onboarding and Preparation

- Initial cleanliness drives to remove waste from roads, parks, and open spaces
- Restoration of baseline hygiene conditions to enable further intervention

2. Greening and Environmental Restoration

- Plantation across parks, roadside areas, open plots, and common spaces
- Focus on **native and climate-suitable species** to ensure long-term survival and ecological value

3. Ongoing Maintenance

- Regular watering, pruning, grass cutting, and upkeep of green assets
- Continuous cleaning to maintain sanitation standards

This structured approach ensures **simultaneous improvement in environmental quality and public hygiene**.

6.2 Institutional Convergence

The project leverages strong partnerships with public institutions to enhance efficiency and scale:

- **Municipal Corporation**
 - Provides support for waste collection and disposal
 - Enables alignment with existing urban sanitation systems
- **Forest Department**
 - Supplies saplings free of cost
 - Provides technical guidance on species selection, plantation techniques, and survival optimization

SSDS anchors execution by undertaking **plantation, maintenance, and operational management**, ensuring accountability and continuity.

6.3 Community Engagement Model

Community participation is central to the implementation strategy:

- **Pre-Implementation Mobilization**
 - Meetings and awareness sessions conducted in each colony
 - Engagement of residents, including women and children, to build early buy-in
- **Behaviour Change Focus**
 - Promotion of cleanliness practices, waste segregation, and tree protection
 - Continuous reinforcement through on-ground engagement
- **Ownership and Local Governance**
 - Active involvement of Resident Welfare Associations (RWAs)
 - Residents encouraged to take responsibility for maintaining developed assets

This approach enables a **shift from externally driven execution to community-led sustainability**.

6.4 Operational Coverage

In addition to residential colonies, the project extends to:

- **Public Parks and Dividers**
 - Regular maintenance to improve usability and environmental quality
- **Urban Open Spaces**
 - Conversion of underutilized land into green zones
- **Large-Scale Ecological Development**
 - Development of **Amritam Valley (~50 acres)** as a green and wellness space supporting recreation, meditation, and ecological balance

6.5 Sustainability and Scale Strategy

A key feature of the model is its **built-in sustainability pathway**:

- Gradual transition of colonies and parks to **self-sustained maintenance** through community ownership
- Reduction in direct intervention in mature sites
- Reallocation of resources to **new geographies**, enabling expansion of impact

This ensures **scalable growth without proportional increase in operational intensity**.

6.6 Duration and Continuity

The project is designed as a **long-term, ongoing initiative**, implemented annually in a phased manner. It combines:

- Continuous maintenance of previously developed areas
- Expansion into new colonies and public spaces
- Sustained focus on environmental improvement and behavioural change

This long-term commitment strengthens the project's ability to deliver **enduring environmental and social outcomes**.

7. Project Outcomes

The *Flora & Fauna / Clean & Green, Hoshiarpur* initiative has delivered **tangible, multi-layered outcomes** across environmental restoration, sanitation improvement, community ownership, and well-being. The outcomes are both **data-backed and system-driven**, reflecting a scalable CSR model.

7.1 Strengthening of Urban Green Infrastructure

- Development of **~50-acre Amritam Valley** as a large-scale ecological asset, transforming underutilized land into a dense green zone
- Plantation of:
 - **500+ trees (Golden Bamboo, Silver Oak)** and **3,000+ shrubs/flowers (FY 2023–24)**
 - **10,000+ additional trees across Hoshiarpur** to enhance city-wide green cover
- Overall plantation efforts (including earlier phases) have resulted in **over 1 lakh trees**, contributing to:
 - Improved air quality
 - Local temperature regulation
 - Enhanced ecological balance

7.2 Improvement in Cleanliness and Sanitation Outcomes

- Regular cleaning and maintenance across **adopted colonies, parks, and public spaces** has led to:
 - Noticeable reduction in unmanaged waste
 - Improved hygiene and living conditions
- Strengthening of last-mile sanitation through **continuous upkeep and coordination with municipal systems**

7.3 Strengthening Waste Management Practices

- Introduction of **segregation-enabling infrastructure**, including:
 - **2 tractors with dual-compartment trolleys**
 - Distribution of **color-coded bins (red/green)** for dry and wet waste
- These interventions have:
 - Initiated **behavioural shifts towards source segregation**
 - Improved awareness of responsible waste disposal practices
 - Supported municipal systems in addressing **collection and handling inefficiencies**

7.4 Community Participation and Ownership

- Strong engagement with **Resident Welfare Associations (RWAs)** has enabled:
 - Local monitoring and accountability mechanisms
 - Active participation in cleanliness and plantation activities
- Formation of a **Resident Welfare Association network** has strengthened coordination and governance
- Several colonies have transitioned to **self-sustained maintenance**, indicating:
 - Reduced dependency on external support
 - Long-term sustainability of outcomes

7.5 Creation of Sustainable Community Assets

- Development and maintenance of:
 - Residential green spaces
 - Public parks and dividers
 - Large ecological zones (Amritam Valley)
- These assets are actively used for:
 - Walking, recreation, and social interaction
 - Community gatherings and wellness activities
- Transition of **4 out of 6 parks to self-sustained models** demonstrates effective asset ownership and sustainability

7.6 Health and Wellbeing Outcomes

- Improved environmental conditions (cleaner surroundings, increased greenery) have reduced exposure to:
 - Dust and pollution
 - Unhygienic waste conditions
- Increased use of green spaces has contributed to:
 - Physical activity (walking, exercise)
 - Mental well-being (reduced stress, improved lifestyle)

7.7 Institutional Strengthening and System Support

- The project effectively complements **Municipal Corporation and Forest Department efforts** by:
 - Addressing operational gaps in cleanliness and maintenance
 - Leveraging technical support for plantation
- Demonstrates a **CSR-led augmentation of public service delivery**, improving efficiency without duplicating systems

7.8 Behavioural Change and Awareness Outcomes

- Awareness initiatives have led to:
 - Increased understanding of cleanliness and environmental responsibility
 - Gradual adoption of waste segregation practices
- Shift observed from **passive beneficiaries to active community participants**, particularly in self-sustained colonies

7.9 Biodiversity and Ecological Enhancement

- Introduction of diverse plant species, water bodies, and natural habitats has supported:
 - Bird life and small fauna (notably within Amritam Valley)
 - Development of **urban micro-ecosystems**
- Creation of a small lake and preservation of natural habitats has enhanced **ecological diversity within city limits**

7.10 Development of a Wellness Ecosystem

- Integration of environmental assets with wellness programming has created a **unique CSR value proposition**:
 - Regular use of green spaces for yoga, meditation, and recreation
 - Implementation of **Amritam Wellness Retreats (3-day residential programs)**
- **Scale of engagement (FY 2023–24)**:
 - **100+ participants across 5 retreats**
 - Participation from across India and international locations
- The model promotes **holistic well-being (physical, mental, emotional, spiritual)** through nature-based engagement

7.11 Urban Aesthetics and Liveability Enhancement

- Visible transformation of colonies, parks, and public spaces has improved:
 - Urban aesthetics
 - Overall quality of life
- Enhanced visual appeal has contributed to:
 - Increased civic pride
 - Better utilization of public spaces

7.12 Climate and Sustainability Contributions

- Plantation and improved environmental practices contribute to:
 - Localized reduction in carbon footprint
 - Improved climate resilience at the micro level
- The initiative supports long-term sustainability through:
 - Continuous maintenance
 - Community-led ownership models

7.13 Scale of Impact

- Direct reach:
 - **~33 colonies and ~35,000 residents impacted**
- Indirect reach:
 - Daily users of parks and green spaces
 - Broader city population benefiting from improved environmental conditions

8. Recommendations

Based on the assessment findings, the following recommendations are proposed to **strengthen impact, improve efficiency, and enhance scalability** of the *Flora & Fauna / Clean & Green, Hoshiarpur* initiative:

8.1 Institutionalize Waste Segregation at Source

Action:

- Scale distribution of dual-bin systems across all intervention areas
- Introduce structured awareness campaigns and periodic monitoring mechanisms at the household level

Rationale:

Lack of segregation remains the **primary bottleneck** in waste management efficiency. Addressing this can significantly improve sanitation outcomes and reduce downstream processing burden.

8.2 Strengthen Behaviour Change Interventions

Action:

- Design targeted IEC (Information, Education, Communication) campaigns focusing on:
 - Waste segregation
 - Cleanliness practices
 - Tree protection
- Engage schools, women's groups, and youth for deeper community penetration

Rationale:

Sustainable outcomes depend on **consistent behavioural adoption**, not just infrastructure provision.

8.3 Introduce Impact Measurement Systems

Action:

- Develop a simple digital or dashboard-based system to track:
 - Plantation survival rates
 - Waste segregation adoption
 - Cleanliness indicators across colonies

Rationale:

Data-driven monitoring will enable **better decision-making, accountability, and reporting of CSR impact.**

8.4 Expand Geographic Coverage Strategically

Action:

- Extend the model to underserved or high-need colonies within Hoshiarpur
- Prioritize areas with:
 - Low green cover
 - Poor sanitation indicators

Rationale:

Targeted expansion will maximize **marginal impact and visibility of outcomes.**

8.5 Deepen Community Ownership Models

Action:

- Formalize transition frameworks for converting colonies and parks into **self-sustained units**
- Introduce recognition mechanisms (e.g., “Model Green Colony”)

Rationale:

Community ownership is critical for **long-term sustainability and cost efficiency.**

8.6 Strengthen Public-Private Convergence

Action:

- Deepen collaboration with Municipal Corporation and Forest Department through:
 - Joint planning
 - Shared targets
 - Periodic review mechanisms

Rationale:

Stronger convergence can improve **resource optimization and systemic impact**.

8.7 Scale the Amritam Valley Model

Action:

- Position Amritam Valley as a **flagship demonstration site** for:
 - Urban ecological restoration
 - Wellness integration with CSR
- Explore replication of smaller green-wellness zones across the city

Rationale:

The model offers a **high-visibility, high-impact template** combining environment and well-being.

8.8 Integrate Livelihood and Volunteer Opportunities

Action:

- Explore engagement of local youth and community members in:
 - Maintenance activities
 - Awareness campaigns

Rationale:

This can enhance **community ownership while creating livelihood linkages**.

8.9 Enhance Communication and Visibility

Action:

- Document success stories, before-after transformations, and beneficiary narratives
- Use digital platforms and CSR reports to showcase impact

Rationale:

Improved visibility strengthens **brand equity and stakeholder confidence**.

8.10 Develop a Replication and Scale Framework

Action:

- Codify the implementation model into a **replicable framework**
- Explore expansion to other cities or regions

Rationale:

The project has the potential to evolve into a **benchmark CSR model for urban environmental management**.



(Picture of serene nature at Amritam Valley)

9. Conclusion & Way Forward

The *Flora & Fauna / Clean & Green, Hoshiarpur* initiative has demonstrated a high-impact, integrated CSR model, delivering measurable improvements in urban greenery, sanitation, and community well-being.

Through sustained efforts in plantation, cleanliness, and community engagement, the project has enhanced environmental conditions and quality of life across intervention areas. The development of green assets—most notably Amritam Valley as a large-scale ecological and wellness space—has further strengthened the city's environmental and social infrastructure.

A key success factor has been the transition towards community ownership, with several colonies and parks moving to self-sustained maintenance models. This shift positions the initiative for scalable expansion without proportional resource intensity.

The integration of wellness programming within natural ecosystems adds a differentiated dimension, linking environmental sustainability with holistic well-being, and creating long-term value for the community.

Way Forward:

The project is well-positioned to evolve into a replicable benchmark for urban environmental CSR, with focus areas on:

- Deepening behaviour changes and waste management practices
- Strengthening data-driven impact measurement
- Scaling the model across additional geographies

Overall, the initiative reflects a strategic convergence of environment, community, and sustainability, delivering both immediate outcomes and long-term societal value.

10. Annexure

Table 1: List of Colonies adopted under CSR Project Clean & Green, HSP

SONALIKA SOCIAL DEVELOPMENT SOCIETY, HSP (as on 31/03/2023)		
List of Colonies adopted under CSR Project Clean & Green, HSP as on 31/03/2023		
Sr.	Colony Name	Contact Person
1	Ajit Nagar	Mr.Surjit Raja
2	Arora Colony	Mr.Anil Arora
3	Bhiwani Nagar	Mr.Parmod Sharma
4	Birbal Nagar Vikas	Mr.Varma
5	Budh Ram Colony	Mr.Ashok
6	Darapur Opp Narad Hospital	Mr.Gurmeet Singh
7	Dashmesh Nagar	Mr.Pavitar Singh
8	Ekta Nagar	Mr.K.S.Yadav
9	Green Valley	Mr.Gulani
10	Green Valley Extension	Mr.Gulani
11	Gurdit Nagar	Mr.T.R.Ganger
12	Hira Colony	Mr.Umesh Gupta
13	Hoshiarpur Enclave	Mr.Ashok
14	Indra Colony	Mr.B.S.Jaswal
15	Military Canteen	Cap.Navtej
16	Model Town	Mr.Nanu Gupta
17	Naryan Nagar	Mr.Ashok Mehra & Mr.Sanjeev Talwar
18	New Bank Colony	Mr.Verma
19	New Civil Lines	Mr.Chetan Singh
20	New Gautam Nagar	Mr.Ohri
21	Old Civil Lines	Mr.Ghai
22	Patel Nagar	Mr.Mintu
23	Preet Nagar	Mr.Mohinder Singh
24	Purhira	Mr.Gopi
25	Railway Mandi	Mr.Chand
26	Sant Nagar	Mr.Katana
27	Scheme No.2	Mr.Sharma
28	Sukhdev Nagar	Mr.CM Gupta
29	Surj Nagar	Mr.Magat Ram
30	Tagore Nagar	Dr.Kuldeep Singh
31	Old Age Home / Juvenile Home	Mr.Pombra
33	Vijay Nagar	Mr.Gian Singh Mehta

जनता की सेवा इसी प्रकार जारी रखी। मार्गदर्शक अपने मिशन में डट रहे।

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वृक्ष लगाए, धरती को स्वर्ग बनाए विश्व पर्यावरण दिवस पर पौधारोपण अभियान की शुरुआत

पर्यावरण को बचाना हम सब की जिम्मेदारी है : संगीता मित्तल



विश्व पर्यावरण दिवस पर चलाए पौधारोपण अभियान की शुरुआत।

Sarera 6/06/2023

सर्वेरा न्यूज/संगीता मित्तल

होशियारपुर, 5 जून : बंसत विहार, सैफन सिटी व डीसी रोजेड्स में विश्व पर्यावरण दिवस के अवसर पर पौधारोपण अभियान का आयोजन सोनालिका सी एस आर होशियारपुर के अंतर्गत किया गया। यह अभियान सोनालिका सी एस आर एक्टिविटीज के प्रेरणामूलक संगीता मित्तल के मार्गदर्शन व नेतृत्व में किया गया, जिसमें 200 से अधिक पौधों का रोपण और वितरण किया गया। इस अभियान ने स्थानीय समुदाय में पर्यावरण के प्रति जागरूकता फैलाने और हरितता बढ़ाने का महत्वपूर्ण कर्म निभाया है। इस मौके पर होशियारपुर के डीसी कोनल

मित्तल ने भी अपने निवास स्थान पर सोनालिका सीएसआर टीम के साथ पौधे लगाए। विश्व पर्यावरण दिवस पर बसाई दो और सबसे पौधे लगाने के लिए अनुरोध किया। विश्व पर्यावरण दिवस के अवसर पर बंसत विहार और सैफन सिटी के निवासियों ने भी बड़े उत्साह से सोनालिका सीएसआर टीम के मुख्य सदस्य संगीता मित्तल, नरज मनोजा, यादविंदर सिंह, अमित गिल एंड रेखा शर्मा के साथ इस अभियान में भाग लिया और अपने निवास स्थान व गांवों में पौधारोपण किया। इस अवसर पर मित्तल ने शहर में हरियाली फैलाने व पर्यावरण को बचाने में अपनी टीम के द्वारा

शहर के विभिन्न क्षेत्रों में पौधारोपण करके विशेष भूमिका निभा रहे हैं। इस मौके पर उन्होंने शहरवासियों को विशेष सन्देश देते हुए कहा, हृदयव्यापक संरक्षण हमारे जीवन के लिए अत्यंत महत्वपूर्ण है। ये हमें ऑक्सीजन देते हैं, वायु को शुद्ध करते हैं व जलवायु संरक्षण में मदद करते हैं। उन्होंने कहा कि हमें अधिक से अधिक पेड़ लगाकर पर्यावरण को संरक्षित करना चाहिए ताकि आने वाली पीढ़ियों को एक स्वच्छ और स्वस्थ वातावरण मिल सके। उन्होंने कहा कि पर्यावरण को बचाना हम सब की जिम्मेदारी है अतः सभी अर्थव्यवस्था से अधिक वृक्ष लगाकर इस पर्यावरण को बचाने की

मुहिम का हिस्सा बनें। जल दे कर पौधारोपण की वृक्षों को सोनालिका सी एस आर द्वारा जारी रहेगी। इस अभियान के दौरान विभिन्न प्रकार के पौधे लगाए व बांटे गए, जिनमें फलदार वृक्ष, छायादार वृक्ष और औषधीय पौधे शामिल थे। स्थानीय निवासियों ने इस पहल को सराहना की और कहा कि इस प्रकार के अभियान समाज को एकजुट करते हैं और पर्यावरण के प्रति हमारी जिम्मेदारी को वाद दिलाते हैं। पौधारोपण के बाद पौधों की देखभाल और संरक्षण के लिए पौधे योजनाएं बनाई गईं, ताकि वे पौधे स्वस्थ रूप से विकसित हो सकें और अपने वास्तविक समय में पर्यावरण को लाभान्वित कर सकें।

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