



Kishalay

READ India Newsletter

Editor's Note

READ India wishes all its readers a very Happy New Year!

Once again, we begin the new year with some exciting news and events.

We are delighted to bring the snapshots for your perusal.

Hope you enjoy reading it and feel free to share your feedback to:

poojadureja@read-india.in

Happy Reading!

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READ India brings to you SUGATI, hand grounded spices in collaboration with Justmyroots



Sugati delivers unadulterated, fresh and aromatic spices and other food products. The mainstay of Sugati is to procure products directly from the villages and Women Self Help Groups from different parts of the country.

Justmyroots is a food delivery platform specializing in intercity/interstate delivery across the country of perishable and non-perishable food items. It has become a long distance/intercity delivery expert with proprietary logistic and packaging technology which enables them to deliver a range of perishable items.

READ India works with these women entrepreneurs in remote villages and brings the best out of them. Coming soon to other cities, the hand grounded spices are currently coming up at kirana shops in Gurgaon. Will shortly be available online on Justmyroots. Soon many other products will be added in the Sugati portfolio.

READ India has offered its complete range of products under food and agriculture that can be delivered from identified centres.

The aim is to create a consistent order pipeline that engages the community members supported by READ India Centres, serving as means of learning livelihoods for themselves. Also, once the stability and consistency are achieved then integrate more and more centres to create a wide portfolio of products that finds relevance on Sugati platform

READ India provides a big platform to artisans through Fabriclore

READ India has partnered with Fabriclore, an end-to-end Textile Sourcing & Development Platform, for global designers, boutiques and private labels. READ India has offered its complete range of textile products that can be delivered from community centres - Geejgarh and Devli. In the first phase, the product portfolio includes the handloom fabric that can be spun from the existing infrastructure of READ India Geejgarh Centre.

The emphasis and focus are on developing the unique patterns and designs in the weaving of the fabric.

The design guidance and product range of other suppliers are shared with READ India artisans by Fabriclore. Until now, around 2000 meters of fabric has been successfully supplied to Fabriclore and order pipeline has a consistent flow of 1200 metres on monthly basis, which consumes the existing capacity of the Geejgarh Centre.

On similar lines, the Devli Centre in Rajasthan has undertaken a pilot project of weaving dari out of leftover fabric scraps. As a support, Fabriclore has provided the raw material and design guidance. Post culmination of this pilot phase, this would be a continuous order process to convert the end pieces of fabrics (supplied by Fabriclore) into daris of various designs, shapes and sizes.



Feasibility study in Lakhimpur for honey processing and marketing

Mr. Amit Rai, sustainability expert at READ India along with ABC Salon Representatives Dr. Nirav Patel, GM & Mr. Pawan (Responsible for Marketing and Distribution of Honey) & Dr. Nitin (Expert in Bee Keeping & Honey Production) visited the READ India Centre, Pallia, Lakhimpur Kheri.

Animal Breeding Centre (ABC) is one of the four semen stations under NDDDB Dairy Services. This station was established at Salon, in Rae Bareilly district of Uttar Pradesh in April 1988 by NDDDB, with a set of highly skilled & well-experienced professionals. Thus, honey being a natural derivative of this stream, ABC is targeting to sell the product under NDDDB retail outlets 'Safal' across the network.

READ India Centre, Pallia, Lakhimpur is surrounded by natural flora and fauna because of the ecological forests (Dudhwa National Forests) in the region. The READ India Centre has mobilized many women from this community and have imparted skill trainings under their various programmes run at the centre. Processing honey through the conventional Hot Water Bath process had also been a part of the curriculum.



Thus, under Sustainable Livelihood Initiatives, above served as a perfect melting pot for pivoting a collaboration around apiculture management and produce honey that can be sold through market linkages of the collaboration. Once the working model is established and standardized, the same can be taken over to other centres, Baran and Kaigal which have similar characteristics for honey production.

READ India is exploring to tie up with Animal Breeding Centre (ABC) on its food and agri-based interventions communities.

Reading Habits in Digital Era: Growing Challenges and Concerns for Libraries

Dr. Geeta Malhotra (READ India, Country Director) delivered highly enriching, enlightening and inspiring keynote presentation on 'Reading Habits in Digital Era: Growing Challenges and Concerns for Libraries' at NACLIN 2022 online conference on December 15, 2022.

The highlights of discussion during the presentation are as follows:

- Interest in reading books and improved writing skills among children and youth is the need
- Improved communication in simple words should be the daily exercise
- Improvement in pronunciation, dictation, fluency in speaking any language is important
- Improvement in knowledge about technology and better computer skills is the future requirement. READING should not be ignored while adapting technology
- The best students could be made the Reading Champions for making the other students learn

READ India expands its Board



READ India Board is delighted to induct new members. Their contribution would surely enrich the organisation.

Dr. Amita V. Joseph

Dr. Amita V. Joseph has a law degree from Delhi University, postgraduate in Human Rights from law institute and a PhD from Deakin University, Australia. She has worked over three decades across legal, corporate and development sectors. Amita is associated with BCF India and other non-profit organisations and is a recipient of the VC Alumni Award for her significant contribution from Deakin University.

Mr. Neeraj Jha

Mr. Neeraj Jha is a financial journalist turned communications professional turned reputation evangelist. In his career spanning over two decades, he has straddled multiple roles, 17 years at leadership positions at Bajaj Group, Bharti Airtel, HDFC Bank and Reliance spent spearheading their Communications, Media, Advocacy and Reputation building efforts. He was Head Corporate Communication & Corporate Affairs at Bharti Airtel which he joined after a fulfilling 14 years at HDFC Bank that saw it grow into an iconic brand. Currently, he's Group President & Chief Communication Officer at Bajaj Group.



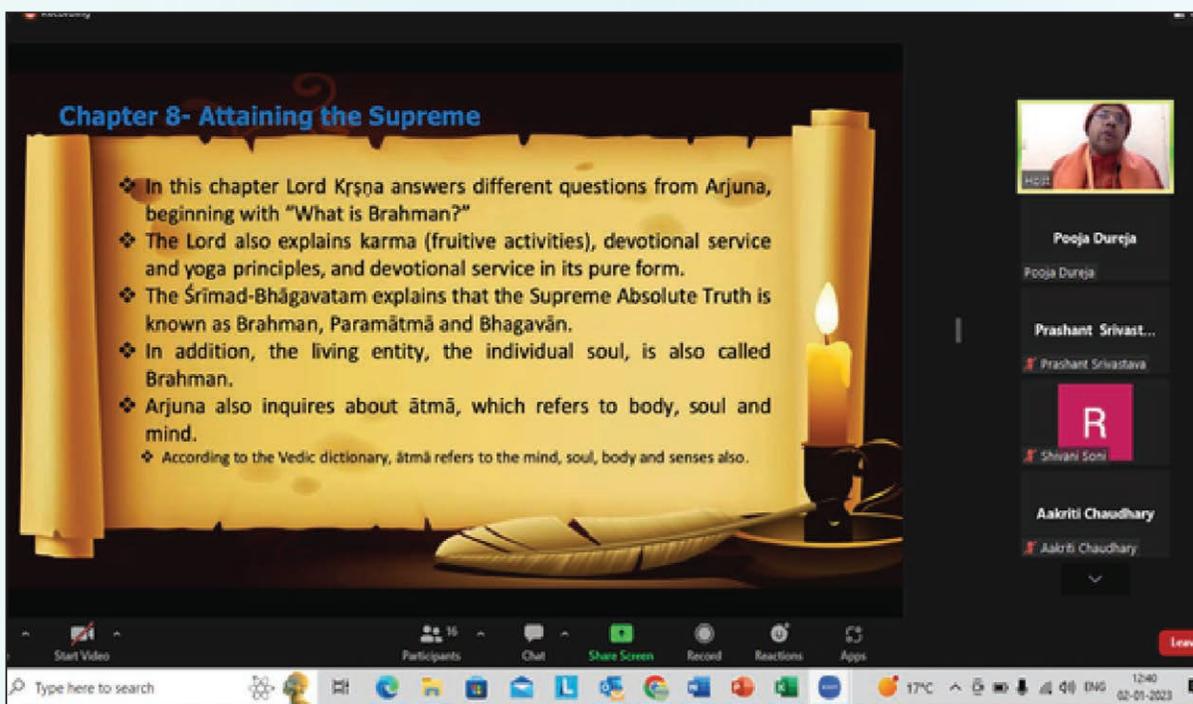
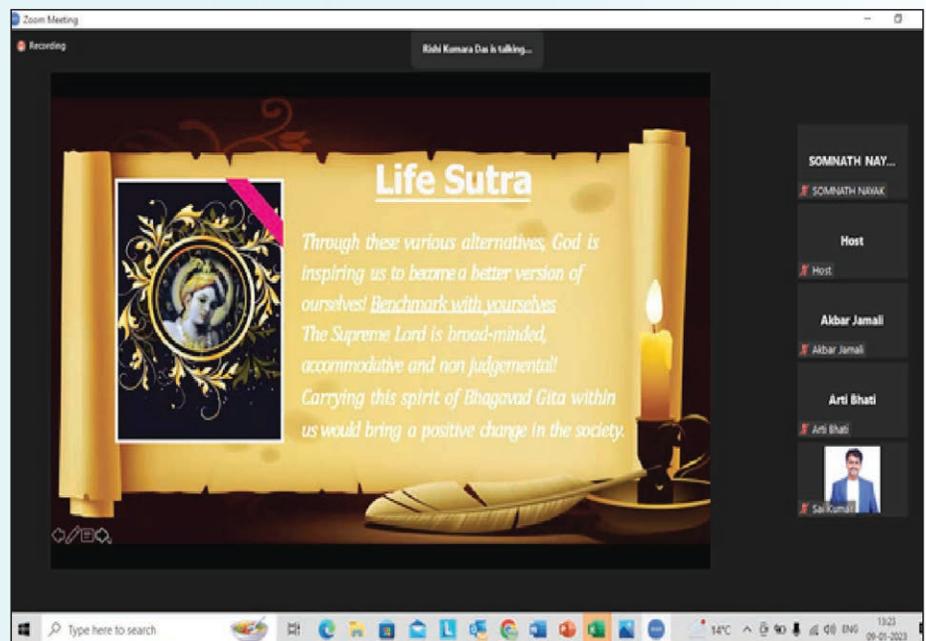
Insightful sessions on Shrimad Bhagavad Gita

In order to inculcate the learnings of Shrimad Bhagavad Gita in building and strengthening key management skills within an organization, capacity building online sessions are being conducted for the READ India Team members by Shri Rishi Kumar, Vice President, ISKCON, Delhi and practising Active Spiritual Lifestyle Management for past 22 years.

The sessions are conducted to enable a culture of mutual respect and cohesiveness so as to strengthen the organisation's work culture.

Following topics are being covered during the session:

- Introduction and benefits of Bhagavad Gita
- Smart Thinking
- Art of Meditation
- Art of leaving
- Know your Future
- Good versus Bad Faith
- Overcoming Fear



Visit to Springwood School by ECom Express team

Ms. Somya Gandhi and Swati from ECom Express along with the team visited Springwood School supported by ECom Express as part of its CSR initiatives. ECom Express provides end-to-end technology-enabled logistics solutions to small and large e-commerce players.

The team visited the school and interacted with the students. A total of 63 students have taken admission in the Springwood School, Sheetla Mata. The ECom team members were charmed to see the tiny tots all dressed up in school winter

uniform. Mrs Smita Rai (Director Partnerships of Resource Mobilization) gave a walk-through of the school to the team. All the teaching learning material, students' kits (that included class wise books, school uniform, school bag), all the registers maintained by the teachers like (daily diary, stock register, attendance register of the students



and teachers etc), achievement cards, modules, monthly activity planner were shown and explained to the ECom team.

READ India and ECom have made it possible for children from the marginalized communities to get quality education at a young age.



Christmas Celebrations at Springwood School

“Christmas waves a magic wand over the world, and behold, everything is softer and more beautiful.”

The much-awaited festival of Christmas was celebrated with much zeal on 23rd December by the children of the Springwood School.

Children of all the four classes, Play Group, Nursery, LKG & UKG made beautiful crafts related to Christmas. The teachers shared the importance of this festival which emphasized that Christmas was more than just Santa, cards, toys or gifts under the Christmas tree.

The entry of Santa Claus took everyone by surprise and was the highlight of the event. To spread the message of love and good cheer, the children danced on the carol “We wish you a Merry Christmas”.

