

ROOTS

NEWSLETTER

October 2025

Eco-Collaborations

Green Impact

HUGE

October 2025



There's a quiet joy that comes when our work creates ripples of goodness — flowing outward from the people we serve to the communities and landscapes we nurture. These ripples return to us as energy, inspiring us to dream bigger, act bolder, and walk farther on our green journey.

October was filled with such moments. We are deeply grateful to **Jai Hind Stories** for choosing to tell our story and recognizing the purpose that breathes life into our mission. The same spirit continued through our collaborations with **NTT Data**, **Craftslane**, and **Kia India**, where shared vision turned responsibility into renewal and creativity into climate action.

In the **Green Impact** series, farmers like **Vikas Rawat** and the **Tokbipi family** turned resilience into inspiration, showing that when one seed of hope takes root, it can feed a forest of possibilities. Our **Bhavnam restoration** in the Aravallis echoed the same truth — that healing the earth begins with one mindful act, repeated with care and science.

Through our **Climate Literacy** and **DECODE** posts, we continued turning complex data into clarity — empowering people to see that understanding the planet is the first step to protecting it.

And as our **Children's Day Walkathon** invites everyone to reconnect with their inner child, and **GramYumm** lights up festivities with rural purity, we are reminded that change need not be loud to be lasting — it begins with one thoughtful choice, one caring step, one planted tree.

Each act of goodness we sow comes back multiplied — not as applause, but as purpose renewed. And we carry that ripple forward.

~Team SankalpTaru



CONTENT



- 1 **Eco-Collaborations**
 - a. Heartfelt Gratitude to Jai Hind Stories
 - b. Driving Growth with KIA India
 - c. Crafting a Greener Tomorrow with Craftslane
 - d. Reviving Barren Lands with NTT Data
- 2 **Green Impact**
 - a. Echoes of the Community
 - b. Why we plant trees in the Thar Desert?
 - c. What's in Your Social Feed
 - d. Climate Literacy- Climate Resilience
 - e. DECODE
 - f. Nature Through Our Eyes
- 3 **Human Stories**
 - a. Humans of SankalpTaru
- 4 **Smart Greeny Moves**
- 5 **HUGE**
 - a. Walkathon of the Month
 - b. Activity of the Month
- 6 **GramYumm**
- 7 **Eco-Inspired Reads**
- 8 **Call to Action**

1 ECO-COLLABORATIONS



● Heartfelt Gratitude to Jai Hind Stories

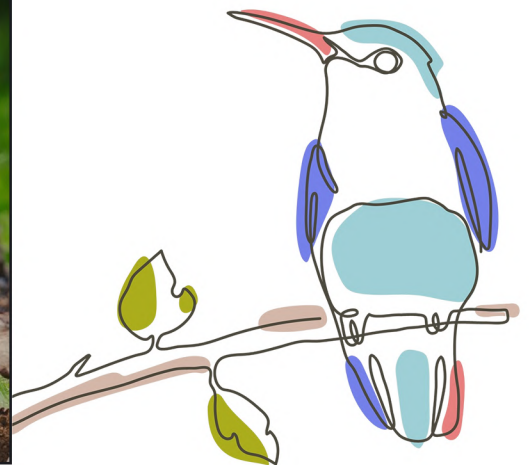
SankalpTaru Foundation extends heartfelt gratitude to Jai Hind Stories for beautifully capturing the journey of our founder, Apurva, and the purpose that gave life to our mission.

The film goes beyond the act of planting trees — it tells the story of why we do what we do, and how every sapling represents hope, restoration, and community connection. Through their powerful storytelling, Jai Hind Stories has amplified our message to wider audiences, helping people see that sustainability is not just a cause, but a collective responsibility.

We are deeply moved by this collaboration that celebrates purpose, compassion, and the power of stories to inspire real change.

Watch this incredibly thoughtful gesture and the beautiful brand film reflecting SankalpTaru's mission and heart here:

https://youtu.be/ecn_RtG9sfg?si=2CghKAN7Ql0RdCz4



● Driving Growth with KIA India

We are proud to collaborate with a partner as visionary as Kia India — a brand that not only leads with innovation in business but also champions environmental responsibility with equal passion.

[Watch here](#) to see how a shared vision can turn small actions into lasting change.



1 ECO-COLLABORATIONS

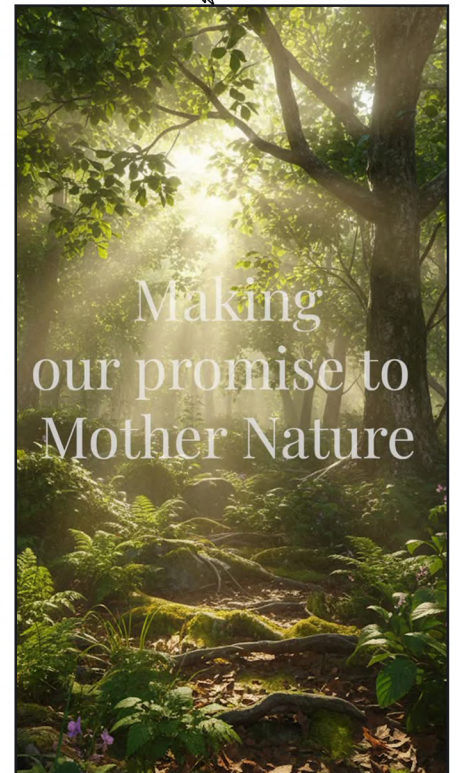


● Crafting a Greener Tomorrow with Craftslane

We are delighted to partner with Craftslane, a brand whose ethos beautifully aligns with our mission of giving back to nature.

Rooted in creativity and sustainability, Craftslane has taken a meaningful step from nature to nature—by supporting tree plantation initiative through SankalpTaru Foundation. With every Craftslane order, a tree is planted and nurtured, contributing to greener communities, cleaner air, and a healthier planet.

We extend our heartfelt gratitude to Craftslane for [this thoughtful social media gesture](#) that beautifully reflects our shared vision of a future where growth and sustainability thrive together.



● Reviving Barren Lands with NTT Data

Strengthening our green partnership with NTT DATA, Phase II took root near Coimbatore — focused on restoring degraded land and promoting sustainable green growth.

Read the full story here:

<https://www.thehindu.com/news/cities/Coimbatore/around-3500-saplings-planted-in-coimbatore-under-csr-initiative/article70117033.ece>

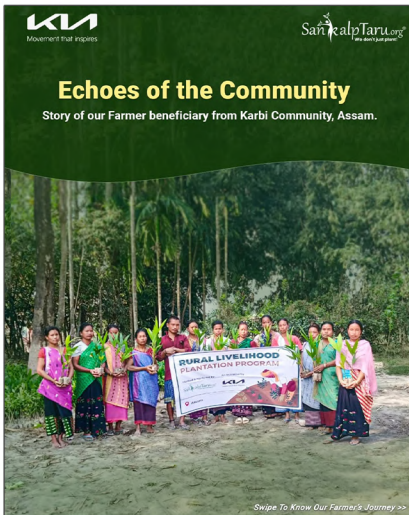


2 GREEN IMPACT

Echoes of the Community

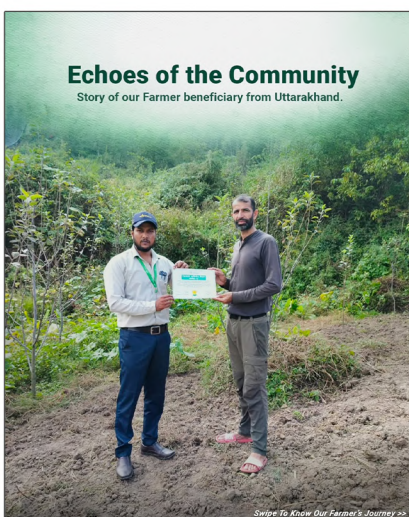
With **Kia India** as the CSR partner and **SankalpTaru's** on-ground support, hope took root in the farm of **Mrs. Lila Tokbipi** from Biswanath, Assam. Her five-acre land now flourishes with native saplings—each one growing as a symbol of renewal and a promise of a better future.

Stories like Lila's remind us why every plantation matters—because each tree stands for more than shade or fruit. It embodies **resilience, dignity, and a family's hope for tomorrow.**



Another inspiring story from the hills of Uttarakhand is that of **Vikas Rawat**, our farmer beneficiary who's turning his mountain fields into a living classroom for organic apple farming. His journey reminds us that farming is not only about growing food—it's about nurturing the soil, experimenting with courage, and inspiring others to believe in the power of sustainable living.

Here's to celebrating farmers like Vikas, who is showing us what resilience and innovation look like in the field.



2 GREEN IMPACT



Why we plant trees in the Thar Desert?

In a land where dust storms blur boundaries and rainfall is a distant visitor, we're rebuilding balance — one native tree at a time.

Watch [this video](#) to understand why we do what we do.

Because combating desertification isn't just a project — it's our promise.



Bringing the Right News to Your Social Feed!

In the quiet hum of daily life, critical environmental stories often go unheard. Our Social Feed is more than just news—it's a mirror to the planet's pulse. Each update is a call to awareness, a reminder that change begins with understanding. Whether it's a breakthrough in climate policy or the cry of a vanishing forest, staying informed helps us respond with purpose.

Read on, not just to know—but to care, reflect, and act.

Tap into this month's most meaningful environmental moments [here](#).



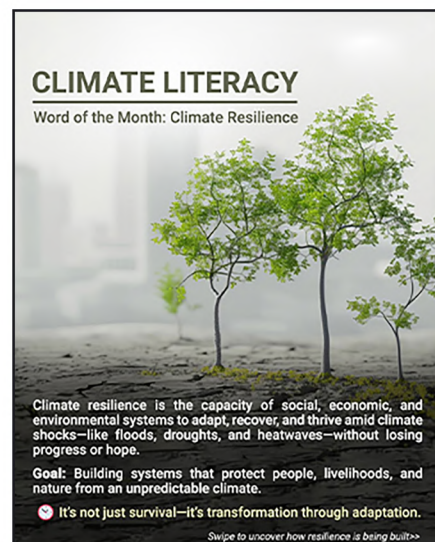
Climate Literacy – Climate Resilience

This month's Climate Literacy explores Climate Resilience—our planet's ability to adapt, recover, and thrive amid change.

From flood-proof villages to heat-resilient cities, resilience is where climate action meets human strength.

At SankalpTaru, we believe climate literacy can break these barriers. Because the more we understand, the more we act—with clarity, courage, and conviction.

Understand how communities, ecosystems, and ideas are bending—not breaking—with the times [here](#).



2 GREEN IMPACT



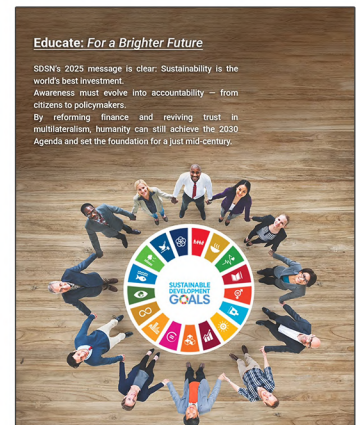
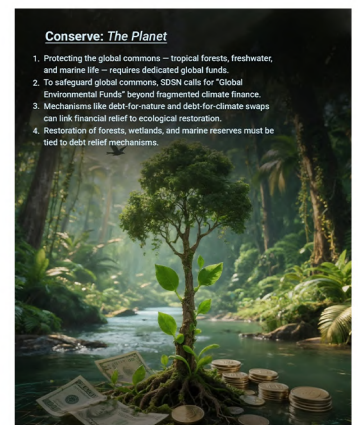
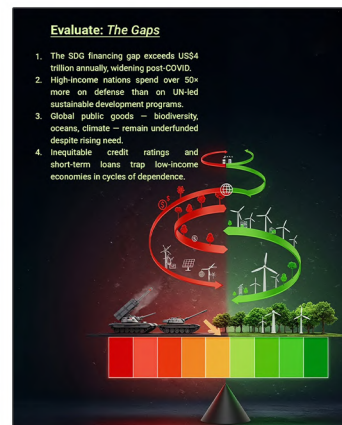
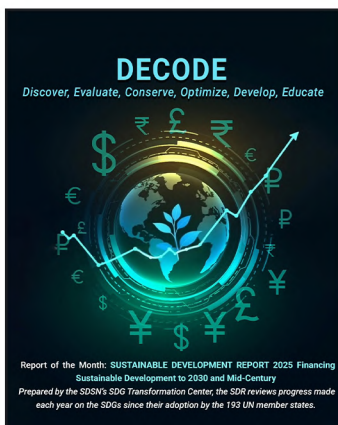
● DECODE: Simplifying Climate Data for Action

Continuing our mission to break down overwhelming climate reports into digestible, actionable insights through the power of acronyms, this month we took a deep dive into another critical climate science report: **Sustainable Development Report 2025 – Financing Sustainable Development to 2030 and Mid-Century.**

The world is off track on most SDG goals, but fair finance, debt reform, and global solidarity can unlock trillions for health, education, and climate action.

This month through our DECODE lens, we've simplified this urgent narrative, translating complex data into clear, engaging visuals to make sustainability efforts more accessible and impactful—empowering our community to take informed, meaningful action.

Check out [here](#).



2 GREEN IMPACT



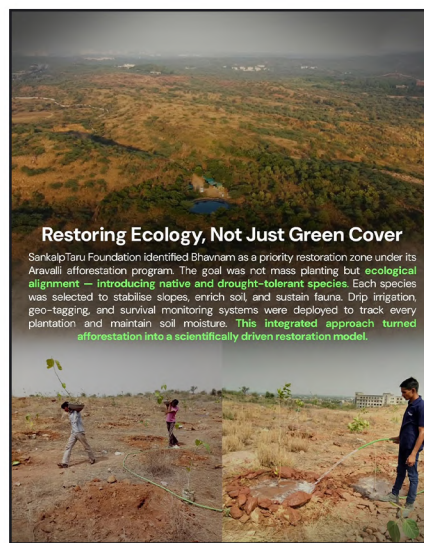
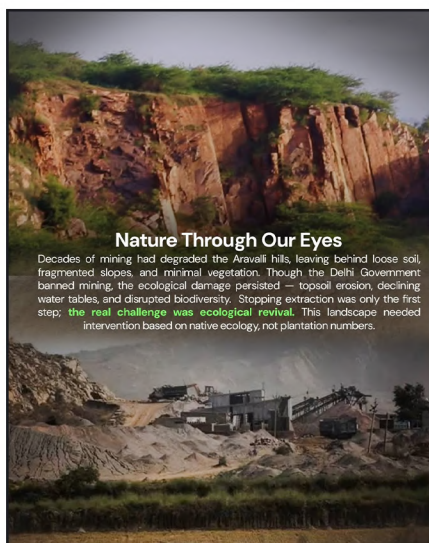
● Nature Through Our Eyes

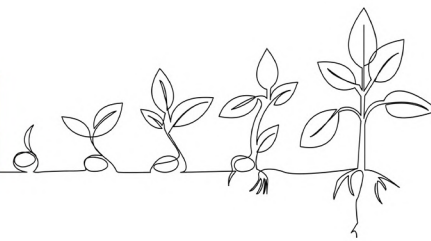
Decades of mining left the Aravalli hills fragmented, eroded, and lifeless. Even after the Delhi Government banned extraction, the challenge remained: true ecological revival, not just green cover.

SankalpTaru Foundation's Bhavnam restoration program focused on native, drought-tolerant species, scientific soil stabilization, and monitored irrigation — ensuring each plantation supported long-term ecosystem health. Implemented in phased collaboration with CSR partners, interventions prioritized slope stabilization, moisture retention, and solar-powered irrigation for sustainable water use.

Today, Bhavnam is thriving: native shrubs, grasses, butterflies, birds, and pollinators signal a resilient ecology. Improved soil, microclimate, and groundwater recharge benefit both nature and local communities.

This project demonstrates that sensitive, science-driven restoration can transform barren landscapes into self-sustaining, life-supporting ecosystems with lasting impact.





Humans of SankalpTaru



HUMANS OF SANKALPTARU

NAYANTIKA BHARDWAJ, Manager – Outreach & Marketing

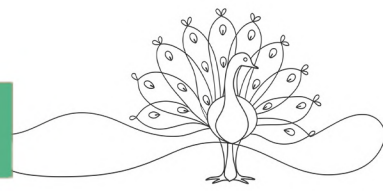
From policy research to purpose-driven communication, Nayantika's journey at SankalpTaru reflects a conscious shift; from studying systems to shaping them. As Manager at SankalpTaru, she channels strategic communication into connection, ensuring every sustainability initiative resonates with meaning and momentum.

Over the past year, Nayantika has played a key role in strengthening SankalpTaru's ecosystem, amplifying the visibility of its flagship programs, cultivating partnerships, and designing strategies that bridges purpose with participation. Her key milestones include expanding the organization's footprint, representing SankalpTaru at different platforms, and shaping a cohesive framework

Driven by equal parts clarity and creativity, Nayantika approaches challenges as opportunities, turning complexity into coherence through thoughtful strategy and deliberate execution. Her work reflects both insight and imagination, balancing big-picture thinking with an instinct for detail. For her, true achievement lies in the ripple effect: where stories spark connection, and visibility fuels collective impact.

Off the clock, Nayantika draws inspiration from subtler rhythms: the wisdom of a well-curated playlist, a quiet moment in an art café, or even a meme that makes meaning out of chaos.

We envision the green canvas we're cultivating will echo across boundaries – shaped by Nayantika's thoughtful approach that blends creativity with consciousness, turning awareness into action and making impact inevitable.



Breathe Easy — Clean Air Begins with Us!

As winter sets in, the air we breathe often becomes heavy with smog, dust, and toxins. The season serves as a powerful reminder that clean air is not a privilege — it's a shared responsibility. Every mindful action we take can help clear the skies and protect our lungs.

■ Your Steps:

-  **Choose Green Transport** – Walk, cycle, or carpool whenever possible to cut down emissions.
-  **Nurture Green Shields** – Plant air-purifying trees like neem, peepal, and banyan in your surroundings.
-  **Switch Off to Breathe More** – Reduce electricity use to lower fossil fuel dependence.
-  **Burn Nothing** – Avoid burning leaves, waste, or crackers — each adds to toxic air particles.
-  **Support Local Produce** – Buying locally grown food reduces long-distance transport emissions.

Bonus Challenge:

This month, pledge to plant and share this initiative with your family and friends to nurture one tree that contributes to cleaner air.

Plant here: <https://sankalptaru.org/trees-for-air-pollution/>



5 HUGE APP HEALTHY US THROUGH GREENING ENVIRONMENT

✨ New Walkathon Alert ✨ Children's Day Walkathon

Every child dreams of a life filled with joy, success, and purpose.

As we grow, those dreams take different forms — some come true, some teach us lessons.

But one truth remains unchanged — **our first wealth is our health.**

The energy that fuels success, the strength that shapes our journey, and the clarity that keeps us moving — all begin with taking care of ourselves.

Every step we take isn't just a movement of the body — it's a promise to the dreamer within us. The one who still believes we can build a beautiful future.

Join the **Children's Day walkathon** not just for numbers — but for nurturing that spark of hope, curiosity, and courage that make us unstoppable.



Join us- Android/ IOS

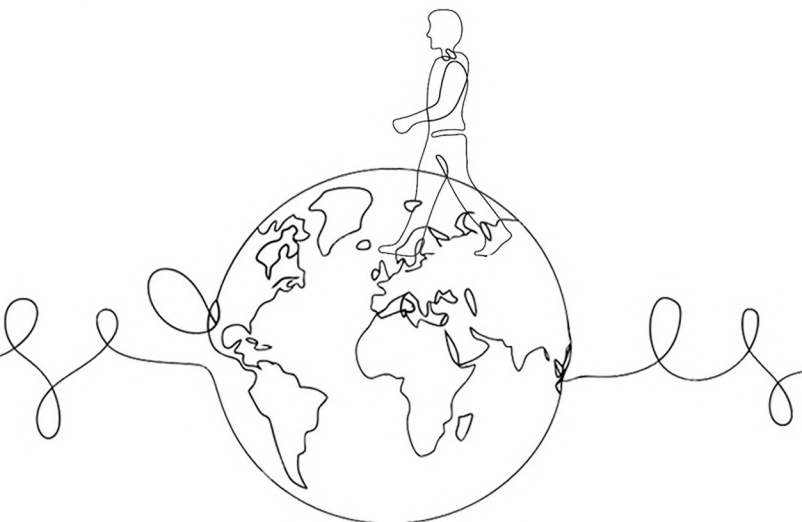
✨ New Activity Alert ✨ Children's Day Walkathon Activity



This Children's Day, the steps you take aren't just for fitness — they're for the dreamer within you. The one who still believes in joy, curiosity, and endless possibilities.

With every mindful step, reconnect with your inner child and celebrate the simple truth — **our first wealth is our health.** Through **7 thoughtfully crafted interactive phases**, this activity invites you to relive your sense of wonder, nurture your well-being, and rediscover the courage and playfulness that make life beautifully alive.

Let your steps this Children's Day become a promise to your dreams — and a walk toward a healthier, happier you.



6

GRAMYUMM



This auspicious month, choose purity that lights more than homes.

Let every act of celebration spark joy — in your heart and in the lives of the rural hands that nurture the soil.

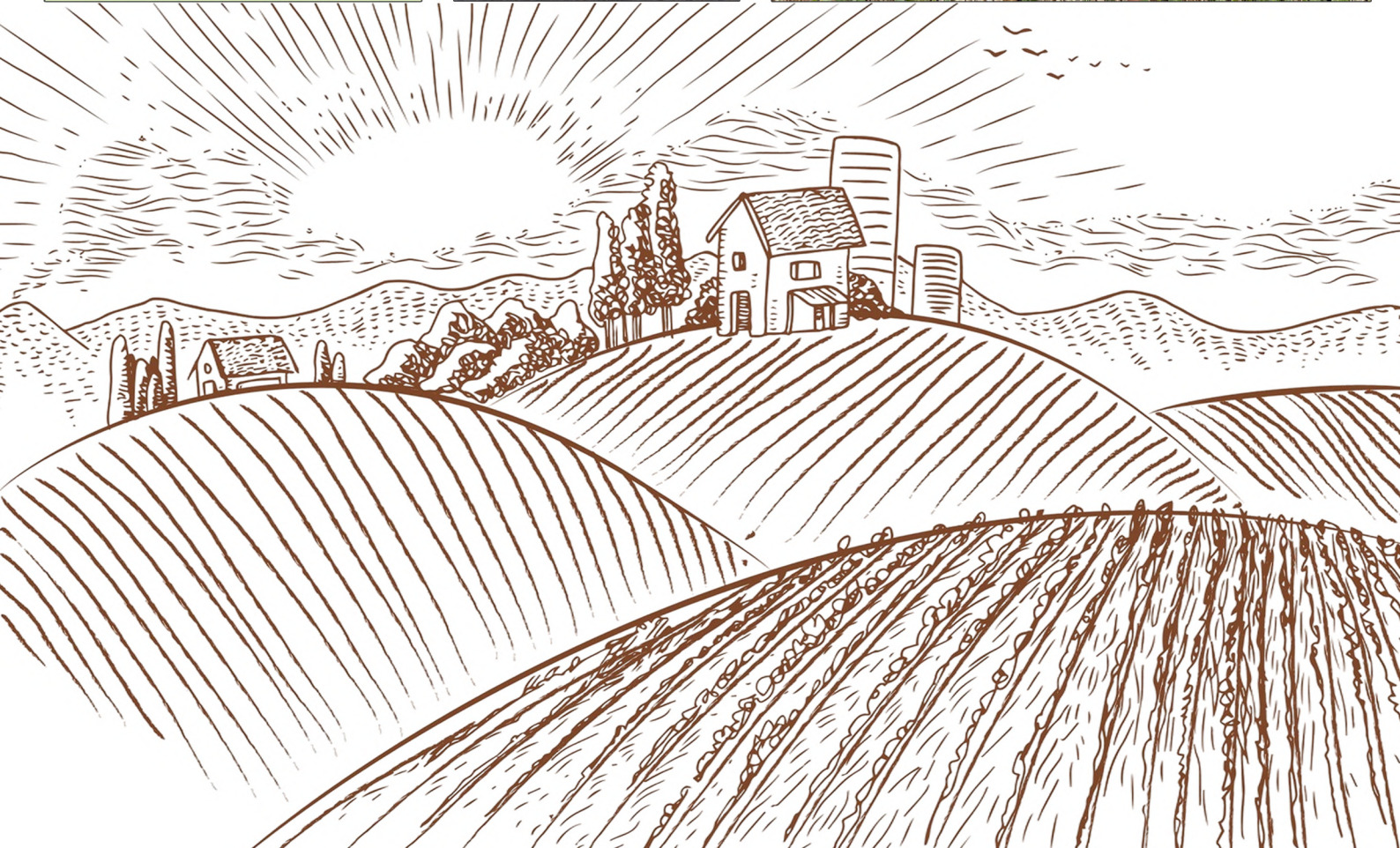
Celebrate the festivities with GramYumm's Adbhut Haldi, Saar Deep, and Maharashtra Raisins.

Made with love, care, and the spirit of rural India.

Let's make this Kartik Maas glow with goodness, gratitude, and giving.

Shop now

<https://gramyumm.sankalptaru.org/products/>



7 ECO-INSPIRED READS



Stories have the power to turn awareness into action. Each eco-inspired read this month reflects how compassion, innovation, and responsibility can restore balance to our planet. From nurturing green livelihoods to reimagining sustainability in everyday life, these reflections remind us that change begins with a single conscious step.



Read, reflect, and be inspired to plant your own impact—one story, one tree at a time.

- <https://blog.sankalptaru.org/go-green-and-gift-a-tree-to-your-mom-a-greenery-tribute-of-love-and-care/>
- <https://blog.sankalptaru.org/a-farmers-tale-how-sankalptaru-changed-rakeshs-life/>
- <https://blog.sankalptaru.org/tree-plantation-an-integral-part-of-corporate-social-responsibility-csr/>
- <https://blog.sankalptaru.org/how-planting-trees-can-reduce-air-pollution/>



8 CALL TO ACTION

"Do not wait for extraordinary circumstances to do good; try to use ordinary situations."

Every tree we plant, every community we engage, and every barren land we revive begins with a simple belief: **change is possible, and it begins with us.**

What keeps us going? The spark in a farmer's eye, the shade of a young sapling, the smile of a schoolchild learning about their planet. Your support, your action, your belief—it all adds up.

Let's keep moving forward—one act, one tree, one shared vision at a time.

GET IN TOUCH THROUGH OUR SOCIAL MEDIA



In the age of instant gratification, let's be like the snails with the right hearts. While you are safe at home, plant trees at www.sankalptaru.org and lend your hand with a click of a button.

VISIT OUR WEBSITE

www.sankalptaru.org

