

Blooming Earth

The Movement



Newsletter 15th April'21

Volume 1, Issue 01



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The Team at Blooming Earth (Umlati Pruthvi Foundation) is pleased to present its 1st Newsletter with a glimpse of the journey that we have travelled together !

The experience of conceiving and executing projects although strenuous, has been stimulating and Inspiring.

Thanks to the overwhelming support that we have received from the people of Kadwai, the Government Authorities, Environmental experts like Dr.Ajit Gokhale, Sameer Janvalkar, Munaf Wadkar, Ikhlauque Nagothane & Subodh Juwatkar; other major NGO's like Naam Foundation, Kokan Bhumi Pratishthan (Dr. Sanjay Yadavrao), Kokan Sewa Manch, Industry Professionals like Afzal Baig, Sanaa Kazi and many others.

RIVER CLEANING

The Sahyadri Mountains in the Konkan region forms the origin of many perennial river systems and all of them are rain-fed. The drainage basin of this region is mostly gentle with erosional activity as they flow through non-alluvial hard rock-bed rivers .

Earthy deposits, over time, can lead to blockages which could cause obstructions to the free-flowing movement of water which could in turn lead to flooding.

The deterioration of the KADWAI River was causing damage to the Eco-System with oxygen levels being reduced, effects on marine life & birds, water bodies being clogged, Unclean & dirty water unfit for human consumption, & a poor reflection of the rich heritage.

Desilting was carried out along with rubbish collection, plant removal and widening of the river's banks in a process to restore its natural capacity.



NATURE CARE

The Ecosystem in which we live provides natural services for humans and all other species that are essential to our health, quality of life and survival.

The plants remove carbon dioxide and other pollutants from the air we breathe and also cool our air temperatures, reducing the formation of ground-level ozone, a pollutant that can cause heart and lung problems to worsen; our wetlands store storm water, filter and make harmless storm water pollutants, and recharge our aquifers (where most of us get our drinking water) with these filtered waters.

At Blooming Earth, we constantly endeavor to undertake newer projects for the welfare of the people & nature conservation.

Our projects are based on the Core values of :-
'Environmental Sustainability for the benefit of Mankind'.

REMOVABLE WEIR BUNDS

A **check dam** is a small, sometimes temporary dam constructed across a RIVER or waterway to counteract erosion by reducing water flow velocity. Check dams are typically, though not always, implemented in a system of several dams situated at regular intervals across the area of interest.

Innovative design of Removable Weir Bunds at Kadwai by Dr.Ajit Gokhale, which are effective, economical and allows water to

flow freely during monsoons. Post the river cleaning & rejuvenation we have installed 3 such Weirs / bunds at Kadwai which has helped restore water tables.

Another such Weir Bund is being planned which will have Water Storage Capacity @ 2,540,000 liters. The project would benefit over 300 families in 8 wadis with 14 wells in the area which are prone to dry up post monsoons.





“The joy of the festival ,fun ,feast & celebration rooted in history and tradition.”

The Grand Mela

DILON KA MELA
*(29th October'2016 to 30th October'2016) &
 (23rd December'2017 to 25th December'2017)*

What is Kadwai Dillon Ka Mela? An event to **Meet, Greet, Remember, Know, Sing, Shout, Yell, Scream, Smile, Laugh** and **Feel** the sense of belonging to the very soil that our ancestors were born and buried in.

The Mela was a call to every person who had left behind the village Kadwai, our origin, our native land which is an Agriculture & Floriculture spread amidst the Sahyadri's. It has red earth, watered by stormy rains and the ever-flowing waters of the river.

It has crystal clear waters of innumerable wells spread across the moisture retaining wet land. Homes in village are designed & constructed by the villagers themselves. Every home is held together by everlasting 'Saag' wood and red mud 'Zambha' earthy bricks spread across every Mohalla.

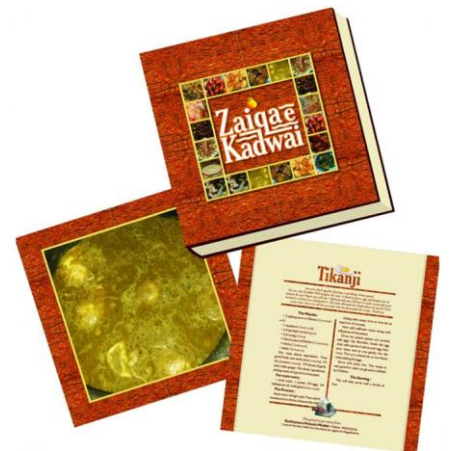


Our best Display of Tradition & our accomplishments at the Konkan Mela on 4th & 5th Jan'20

The Zaiqa e Kadwai

A brilliant cookbook that chronicles the recipes from one village in the Konkan. This wonderful self-published book showcases the recipes from Kadwai and is a tribute to the ladies of the village.

Every recipe has an accompanying photograph, so you know what the dish looks like. It has a semi-formal style of the recipes interspersed with vernacular words and extra instructions in the footnotes too.



TREE PLANTATION

Over 2 days from **29th June'2019 to 30th June'2019**, In association with the people of Kadwai & local school children, Blooming Earth planted 1400+ trees of different varieties both decorative & fruit bearing plants like Mango, Jackfruit, Cashew, Tamarind, Jambul, Teak , Coconut and many other varieties.



“Until you dig a hole, you plant a tree, you water it and make it survive, you haven’t done a thing. You are just talking.”
— Wangari Maathai

The joy is there to see today & tomorrow for generations to come !

There is a Science to it

A tree is comprised of its leaves, stems, trunk and its roots. About 5% of the tree is comprised of its leaves, 15 % its stems, 60 % goes into its trunk and 20 % are its roots.

Here is the super-hero part. Through a process called photosynthesis, leaves pull in carbon dioxide and water and

use the energy of the sun to convert this into chemical compounds such as sugars that feed the tree. But as a by-product of that chemical reaction oxygen is produced and released by the tree. One large tree can provide a day’s supply of oxygen for up to four people.

Trees also store carbon dioxide in their fibers helping to clean the air and reduce the negative effects that this CO₂ could have had on our environment. In one year, a mature tree can provide enough Oxygen for 2 persons.

So next time you take a deep breath of air thank & hug a tree for what it gives us – the very air we breathe.

The Joy of it





RURAL ENTREPRENEUR

“The real solution to the problems of this country is production by its masses and not mass level production.”

. .Mahatma Gandhi

Rural entrepreneurship has a lot of potential to drive various endeavors in business, industry, agriculture, etc. and contribute to the economic development of the country.

India is a country of villages. Nearly 70% of its major population reside in villages and their livelihood is supported by agriculture and allied activities.

Thus, the nation’s economic development depends largely on the standard of living of the people who live in the rural areas and the level of development which has actually taken place there.

"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals & happiness." "The farmer has to be an optimist, or he wouldn't still be a farmer." "A good farmer is nothing more nor less than a handy man with a sense of humor."

Agro-Projects involve farming, animal husbandry, forestry and fisheries. Agriculture is the great art of directing and aiding nature in the performance of those functions which were designed by Providence for the comfort and subsistence of man.

“All our dreams can come true, if we have the courage to pursue them.”

A Stimulus meeting was organized on **28th March’2021** with an effort to stimulate minds with the spirit of Entrepreneurship with Professional Lectures by eminent speakers on

- + Rural Tourism in Kokan
- + The Women Entrepreneur
- + FMCG Marketing & Supply Chain in Kokan
- + Innovative Solutions to Rural Healthcare
- + My Quest with Farming
- + The Spirit of Entrepreneurship

Blooming Earth in association with other Business Organizations & Professionals aim to provide guidance & support to who are aspiring for self-employment as a sustainable model. Along with the guidance, there would also be hand holding for both Investors & Entrepreneurs. We also aim to give a platform for investors to partake in development & profitable ventures in the Kokan region.

At Blooming Earth

"I consider my ability to arouse enthusiasm among men the greatest asset I possess."

We are Innovators & Conservationists at the core and strive to perpetuate optimization of Natural Resources leading to an Impactful, Sustainable living for our Present & Future Generations at Konkan.

"The greatest asset of an Organization is its People."

Blooming Earth (Umalti Pruthvi Foundation) has a management team which comprises of development professionals with many years of experience in social welfare as well professionals with many years of experience in private and development sector.

"We aim for highest level of Ethical & Statutory Compliance."

We are a Section.8 company Registered on 10th November'2017 with the Ministry of Corporate affairs with Section.12AA & Section.80G registrations. We constantly endeavor to undertake newer projects for the welfare of the people & nature conservation.

OUR DETAILS

Statutory

- **Section 12AA - CIT (Exemptions)**,MUMBAI/12AA/2019-20/A/10481 DIN & Order
No:ITBA/EXM/S/12AA/2019-20/1026708448(1) dt.17.03.2020
- **Section 80G -CIT (Exemptions)**,MUMBAI/80G/2020-21/A/10325 DIN & ORDER
No.ITBA/EXM/S/80G/2020-21/1031010779(1) dt.26.02.2021
- **Pan Card no.AACCU1679C**
- **CIN No.U74999MH2017NPL301660MCA**
- **Sec.8 company 110390**

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