



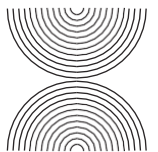
DCatalyst

A newsletter by Avian We. Social Impact Practice

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Aditi Agrawal

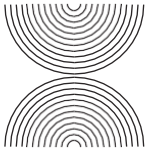
Capability Lead, Narrative Building, Dasra



"India's ambitious vision for Viksit Bharat 2047 a high growth, self reliant, low carbon and inclusive developed economy, is a clarion call for civil society and policymakers to reimagine how we view livelihood generation. For far too long, high-growth pathways have been pitted against inclusive and ecologically sensitive development, creating a fallacy that we need to pick one over the other. But civil society and policy research and signals in recent years provide a strong roadmap for a future that benefits communities, powers India's growth engine and is green.

ClimateRise Alliance partner organisation CEEW's landmark study, "Building a Green Economy for Viksit Bharat," projects India could attract USD 4.1 trillion in cumulative investments and create 48 million FTE jobs by 2047, unlocking a USD 1.1 trillion annual green market. This means thinking beyond traditional job-creation to expand vocational and skilling programs to look at jobs across emerging sectors like bioplastics, electric mobility, conservation, material recovery and recycling and more. This transition demands collaborative action- more bold philanthropy to unlock development in these new value chains, private sector led innovation and policy and civil society support to ensure the gains reach the communities most threatened by the exacerbating climate crisis. For us at the Climate Narrative Hub, we are focused on amplifying voices of farming communities, forest communities, women and youth at the forefront of this new economic paradigm. We believe the media has a crucial role to play in helping the Indian growth story move beyond the development vs environment binary and showcasing the economic upside to industries, investors and communities. Together, we can realise a vision for an India that centres people, planet and economic progress."

Special address

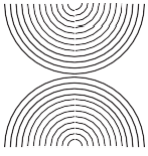


Shivraj Singh Chouhan Kicks Off National Rural Development Conclave, Pushes “Viksit Gaon” Vision



Union Minister Shivraj Singh Chouhan inaugurated the two-day Rashtriya Gramin Vikas Sammelan in Delhi, unveiling VB-GRAM-G, integrating MGNREGA, PMAY-G, PMGSY, NRLM, and NSAP. He emphasized last-mile delivery, raised MGNREGA workdays to 125, and set a 6-crore Lakhpati Didi target, with state ministers joining day two



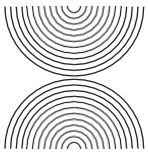


Tamil Nadu Stands United to Protect Cauvery Water Rights and Farmers' Future

Outlook

Tamil Nadu has reaffirmed its opposition to Karnataka's Mekedatu balancing reservoir project, with Minister N. Anand stating the state will not compromise on Cauvery water rights or farmers' livelihoods. The TVK government has consulted legal experts, approached the NGT, and CM C. Joseph Vijay has personally conveyed the state's stance to PM Modi



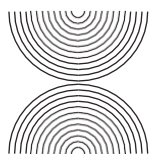


Climate-Smart Farming Takes Centre Stage as El Niño Threatens India's 2026 Monsoon

Firstpost.

With the WMO warning of an 80% chance of El Niño forming by August, India's 2026 monsoon is projected at just 90% of the long-period average — potentially its weakest in a decade. From Bihar's maize fields to Maharashtra's dairy farms, farmers are turning to AI-powered tools and hyperlocal climate intelligence to stay ahead of the disruption.



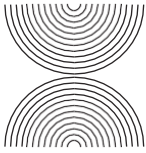


Climate Shocks Are Quietly Wiping Out Women's Informal Livelihoods

COUNTERCURRENTS.ORG

Heat, floods, and the clean energy transition are eroding women's informal livelihoods worldwide, with India losing 247 billion labour hours to heat in 2024. Asset loss, weak data, and male-dominated green jobs leave informal women workers unprotected, as only 8% of climate finance reaches women-led organisations





When Corporates Show Up: PepsiCo, HSRLM and Indus Action Unite to Power 1.1 Lakh Women's Livelihoods in Haryana

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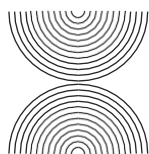
PepsiCo India has partnered with HSRLM and Indus Action under its RevolutionNari initiative to support 1.1 lakh SHG women in Haryana over three years, connecting them to government livelihood schemes, subsidised finance, and skill development through a digital Scheme Eligibility Matching Engine to help each household earn over ₹1 lakh annually



REVOLUTIONARI: TURNING POTENTIAL INTO PROGRESS

India's growth story is powered by its people, and unlocking that potential begins with skilling. RevolutionNari is PepsiCo India's nation-building initiative to empower 1 million women with equitable access to skilling and employment across sales, manufacturing, traditional vocations, agriculture, and more.



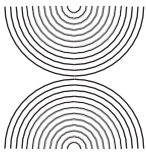


Manipur's Government Leads With Compassion: 21 Recovering Drug Users Celebrated for Rebuilding Their Lives

INDIA
TODAY

In a powerful signal of state-backed rehabilitation, Manipur's Social Welfare Department co-organised a felicitation programme in Imphal honouring 21 individuals recovering from addiction — recognising them for overcoming dependence, reintegrating into society, and establishing sustainable livelihoods, with multiple civil society organisations joining hands to make it happen



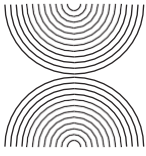


ChildFund India Hosts National Dialogue, Unveils AI Children & Youth Vision Charter

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ChildFund India convened policymakers and experts in Delhi to launch its AI Children & Youth Vision Charter, addressing online safety, mental health, and digital well-being. With skilling and education central to the agenda, the charter links today's child protection efforts to tomorrow's resilient, AI-ready workforce and livelihoods



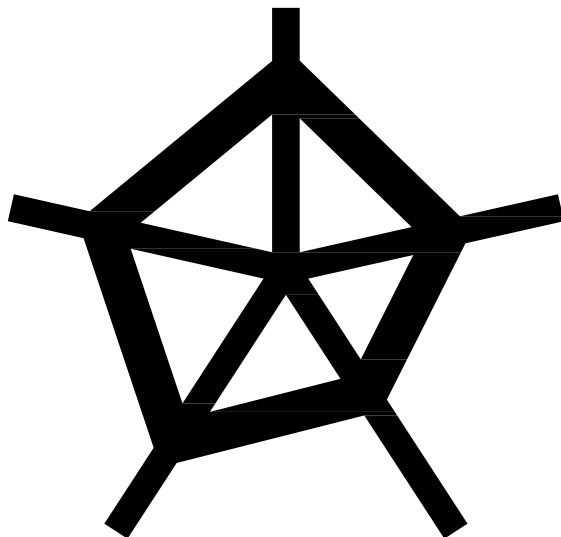


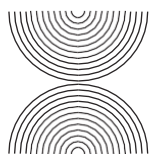
On Our Radar

[India Rural Colloquy 2026](#) – Event discussing livelihoods to be held from 1st to 8th August 2026

[Lakhpati Didi Yojana Progress Tracking](#) - With PepsiCo, HSRLM, and multiple state governments actively running programmes, July marks the mid-year point for assessing progress toward the 3 crore Lakhpati Didi target under DAY-NRLM

[Monsoon Watch: Kharif Sowing Season](#) - July and August are the months that decide the monsoon season, covering critical growth stages for kharif crops including rice, pulses, and oilseeds. For livelihood practitioners working with farming communities, this month's rainfall data will be decisive





Numbers Worth Knowing

40%

India's Female Labour Force Participation Rate for women aged 15 and above rose from 33.9% in 2022 to 40% in 2025, a quiet but significant shift, driven almost entirely by rural India

46%

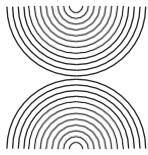
Women SHGs onboarded on ONDC have improved their revenue margins by 46% through digital visibility and innovative marketing approaches

56.36%

Women make up 56.36% of all certified candidates under skill development programmes tracked in the NITI Aayog's June 2026 report on non-traditional livelihoods, outpacing men in formal skilling uptake for the first time



Source: NITI Aayog's Girls and Women at the Centre: Advancing Non-Traditional Livelihoods in India (June 2026); DAY-NRLM programme data; Union Budget 2026-27



Story of Transformation

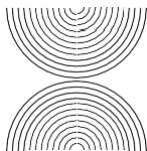
Down
To
Earth

From Looms to Turmeric Fields, Ri-Bhoi's Women Are Rewriting Rural India's Economic Story

In Meghalaya's Ri-Bhoi district, women-led Self-Help Groups are transforming the rural economy through weaving, turmeric cultivation, fisheries, beekeeping, and eco-friendly micro-enterprises — backed by NRLM schemes, CSR partnerships, and the region's matrilineal social traditions



Photo credit: Rajeev Tyagi



Word of the Month

Revolving Fund: In the development sector ecosystem, a revolving fund is a seed corpus given to an SHG to lend internally, repaid and re-lent, meant to build credit culture before bank linkage

For example, ten women pool ₹500 each. One borrows to buy supplies, repays with interest, and the next woman borrows. The same money keeps working for everyone

Source: <https://dictionary.cambridge.org/dictionary/english/revolving-fund>



About Avian We.'s Social Impact Newsletter:

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