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Siegwerk India partners with Centre for CSR & Sustainability Excellence to restore pond in Tijara (Rajasthan, India)



Siegwerk India and Centre for CSR & Sustainability Excellence (CCSE), a non-profit organization, partnered for the implementation and management of Siegwerk's CSR and sustainability initiative. The program envisions conservation, development and sustainable management of natural water resources in the Tijara block of Alwar district in Rajasthan. The majority of the community living in the targeted region depend on agriculture and its allied sectors as their primary source for livelihood. However, the region is semi-arid and experiences erratic rainfall. The project aims to address the issue of water scarcity in the region by restoring a pond situated in the Dhaki village within the district. The project consists of three stages - restoration of the pond, plantation of trees and clearing the areas around the pond. CCSE, as part of the partnership with Siegwerk India,

will monitor and manage the project implementation, community mobilization and outreach on-ground with the help of the local community.

Mr. Ramakrishna Karanth, CEO Siegwerk India Region said, “At Siegwerk, we have articulated a clear sustainability journey for the improvement of ecological and social performances. Our CSR vision of sustainable development is a strategic priority which requires supportive commitment through such partnerships and bold decisions to drive change. Through this project, Siegwerk aims to empower the local community and steer socio-economic progress in the village of Dhaki”.

On the occasion of World Water Day on 22nd March 2022, Siegwerk India and CCSE, jointly organized a community sensitization event in Dhaki village. The event aimed to raise awareness about water conservation and the key role of rural communities in it. During the course of the event, the impending threat of a global water crisis was highlighted, and the villagers were urged to commit to conservation, development and sustainable management of their natural water resources. The event was conducted in the government school of Dhaki village and witnessed enthusiastic participation from the school principal, teachers, members of the Panchayat, key leaders of the village, and school students.

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