

Dear Partners in Purpose



Celebrating Change, Growth and Gratitude

A Season of Reflection and Renewal

As the glow of Diwali lit our hearts and homes, it reminded us how beautifully our journey is shifting—from routine celebrations to a more mindful, healthy, and purpose-led way of living.

This year, REEDS took a meaningful step in that direction. With the launch of RISE, we introduced thoughtfully curated Diwali corporate gift hampers filled with wholesome, daily-use products crafted with care by rural and small enterprises. Our heartfelt gratitude to all who embraced and shared these purpose-driven hampers with their stakeholders. Your choice strengthened the spirit of conscious gifting and uplifted rural livelihoods.

Soon, our website will be integrated with WooCommerce, enabling many more to support this movement online. Together, let us continue spreading light—with kindness, intention, and purpose.

RURAL RISE – Bridging the Gap, Building the Future

A dream with a deep sense of purpose is taking shape—RURAL RISE, our AI-enabled platform designed to enhance service access in Tier-II and rural communities. In partnership with SERP, the world's largest women-led community-driven movement, and First-Global Technologies, our field assessments and pilot surveys are touching lives and opening hearts. The insights we gather—from service gaps and digital readiness to affordability realities—are guiding us to create solutions rooted in compassion, inclusion, and true community need.

RURAL RISE is not just a platform—it is a movement to bring opportunity, technology, and hope closer to every doorstep, so no village, household, or individual is left behind.

A Recognition of Excellence

We are delighted to share that REEDS has achieved IS/ISO 9001:2015 recertification for another three years (up to October 2028)—a reflection of our commitment to quality,

continuous improvement, and excellence in service delivery. This achievement belongs to our dedicated team, whose passion and purpose keep strengthening our impact.

As we move beyond the festive season, may the light of Diwali inspire us to spread hope where it is needed most—in hearts, homes, and rural communities.

Together, we are lighting not just lamps, but lives.



Ms Poonam Thakur

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